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64 The Pros and Cons of Swedish Socialism

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[mental_breakdown]
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[scatter_brained]

13 FACE TIME
It's time to face the facts. Lots of them! Learn how babies fake smiles, Botox brightens up the world, and why a little too much silver will make you blue in the face. Plus, we've got the dirt on Mr. Potato Head, White Castle, and an Iranian bear that became a Polish war hero.

[right_brain / left_brain]

25 MASTERPIECE #87: **ROBERT INDIANA'S "LOVE"**
BY MEGAN WILDE
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MENTAL FLAWS

From November/December 2009:

THROWING IN THE TERRIBLE TOWEL
In the third part of our unintentional three-part series on Pittsburgh Steelers clarifications (be sure to buy the last two issues at mentalfloss.com to catch up!), we'd once again like to apologize for printing something inaccurate about Pittsburgh's favorite football team. Last issue, while apologizing for a different mistake about the Steelers, we accidentally claimed that the famous Immaculate Reception play helped the team win the Super Bowl. As many Steelers fans pointed out, it did not. It did, however, help them win an AFC divisional playoff game and also changed their playoff luck. Our apologies for all the apologies!

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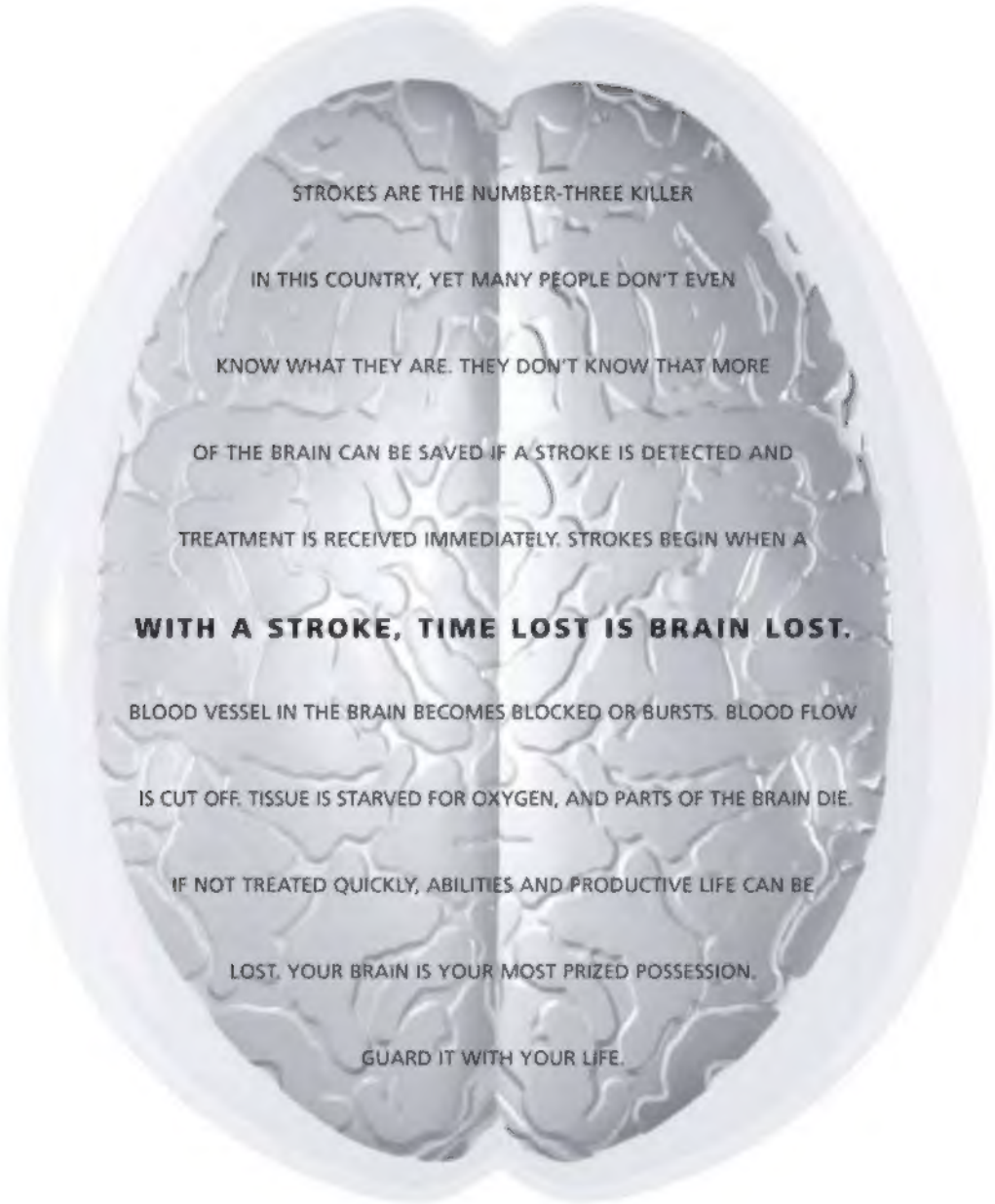
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[contributors]

Megan Wilde

Megan Wilde has been smitten with artist Robert Indiana ever since she saw him in a documentary chatting goofily to a bunch of geese. So, when we asked her to write a story about LOVE and its creator (page 25), she couldn't have been more excited. A graduate of Rice University, Megan writes from her home in Alpine, Texas. Her work has appeared on Salon.com and in *Texas Parks and Wildlife Magazine*, and she is currently recording a series of oral histories about life in west Texas's tiniest towns. When she's not writing, she manages her husband's art gallery and tends to her small farm, where she tries, in a ridiculous voice, to dissuade her chickens and her donkey from eating Styrofoam.

Ken Jennings

Ken Jennings may have appeared on the TV quiz show *Jeopardy!* a record 75 times back in 2004. He may be the author of two books about trivia, *Ken Jennings's Trivia Almanac* and the best-selling *Brainiac*. He may have written the *mental_floss* column "6 Degrees of Ken Jennings" for the past four years. And yet, he has the sinking suspicion that his only lasting contribution to American culture will be as "that YouTube guy who asks Alex Trebek 'What is a ho(e)?'" Ken lives outside of Seattle with his wife and kids and blogs at ken-jennings.com.

Rob Lammle

Rob Lammle is probably the only cartographer you'll ever meet with a degree in English. That is, assuming you ever meet another cartographer. But it was his odd combination of writing and mapping skills that landed him a regular gig contributing to mentalfloss.com, which allows him to write about things like weird American border disputes. Rob currently lives outside of St. Louis, where he enjoys spending time with his wife, Andrea, and his daughter, Harper. Although he never had his very own Cozy Coupe toy car, his daughter's current ride—a vintage 1979 model—inspired his story for this issue (on page 19).

Kara Kovalchik

Ever since Kara was old enough to have homework, she was asking her dad for help with the tougher questions. And every time she asked, he'd tell her to look it up. Well, Kara's been looking stuff up ever since. Thankfully for *mental_floss*, she parlayed that habit into a 15-year career researching and writing facts and trivia. Kara and her husband, Sandy Wood, have shared Research Editor duties at *mental_floss* for more than seven years now. She's co-written four books, and her work has appeared in *Reader's Digest* and on The New York Times Online. You can find her popular blog post, "4 Not-So-Famous Firsts," on page 18.

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Wet Ducks, Noisy Pigs, and Why *mental_floss* is a Great Buzz Kill

Swiss Army Magazine

I live in Nigeria and enjoy the multi-functional ***mental_floss*** magazine. When I am not reading the articles, I ro l up the magazine and use it to swat mosquitoes. Thank you, ***mental_floss***, not only for being both amusing and informative, but also for protecting me from malaria.

:: **KATRINA KORB,** JOS, NIGERIA

What It Sounds Like When Ducks Cry

I cannot help but comment on your heinous act of betrayal against the pop superstar Raffi in your article "The Best Duck Songs in the History of the Universe." Raffi's classic hit "Ducks Like Rain" has captivated listeners of all ages for decades (I stop at decades only because he is mortal and cannot withstand the test of time, nor can he travel backwards, limiting his range of listeners) and by all means deserved a mention, much less a spot on your list. His song embodies the spirit of ducks in more ways than Shakespeare himself could orate, and I'm sure ducks will agree with me Listen to the song, and I guarantee your minds shall forever be changed

:: **ZAFIR HUQ**

Shell-Shocked in Hawaii

In your "Nuts & Bolts" article, the author claims that humans and Hyacinth Macaws are the only animals that crack Macadamia nuts for food. I grew up in South Kona, Hawaii, where we had a small Macadamia nut orchard surrounded by a forest full of *pua'a*, or wild pigs. These piggies would come out to feast at night and crack the nuts in their jaws, creating the sound of a rifle shot After conferring with my Pops, I do believe you should add Hawaiian pigs to the list of animals that can eat Macadamia nuts.

:: **SHANNON GREEN,** PHILADELPHIA, PA

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[letter from the editor]

I'm such a sucker for the tabloids in the checkout line.

I don't even know why I bother with grocery lists. Every time I go to the store, I end up flying through the aisles, aimlessly grabbing items in a mad dash to get to the counter, where I can feast my eyes on the latest news. And every time, my heart sinks. Octomom again? *Another* story about Nicole Richie? No Newton. No Emily Dickinson. No nerds!

So, what gives? Do the geniuses of the world not have any good dirt worth dishing? Hardly! ***mental_floss*** took matters into its own hands and went in search of the juiciest gossip that history's great minds have to offer. And now, it's our turn to spread the tantalizing headlines: Einstein Gets Involved in Marie Curie's Shocking Sex Scandal! Linus Pauling Makes a Life-Changing Fashion Faux Pas! Doris Lessing Totally Snubs the Nobel Committee! Yes, we've got so many fun stories about brainiacs behaving badly, I won't be buying groceries again for months.

Neely Harris
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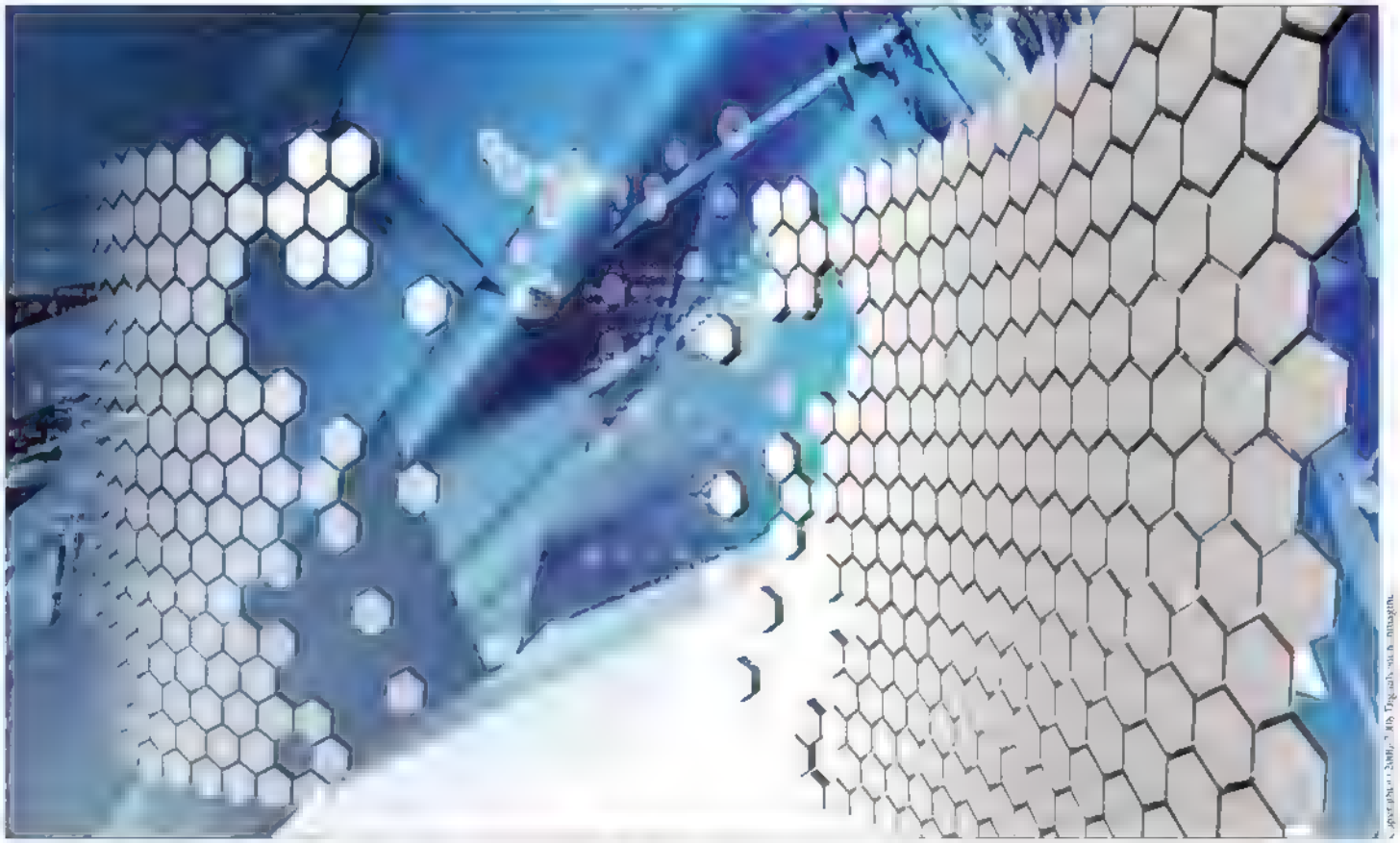

Chaos Made Clear

It has been called the third great revolution of 20th-century physics, after relativity and quantum theory. But how can something called chaos theory help you understand an *orderly* world? What practical things might it be good for? What, in fact, is chaos theory? **Chaos** takes you to the heart of chaos theory as it is understood today. Your guide is Cornell University Professor Steven Strogatz, author of *Nonlinear Dynamics and Chaos*, the most widely used chaos theory textbook in America. In 24 thought-provoking lectures, he introduces you to a fascinating discipline that has more to do with your everyday life than you may realize.

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THE HURDLES OF MARRIAGE

Hong Kong is one of the latest cities to participate in the ancient Finnish tradition of wife-carrying. The annual event, usually hosted around Valentine's Day, encourages husbands to sweep their wives off their feet—and then race through an obstacle course while trying to pick up scattered roses. Happily, age doesn't seem to be a deterrent. While competitors are generally on the younger side, the 2008 fan favorites were a 70-year-old man and his 60-year-old wife.

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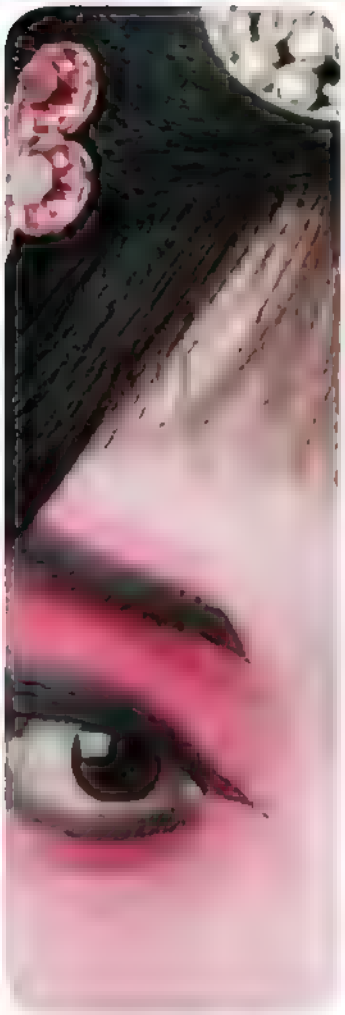


FACE TIME

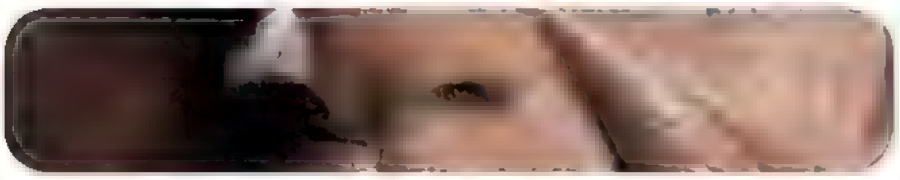
BY MEGAN WILDE

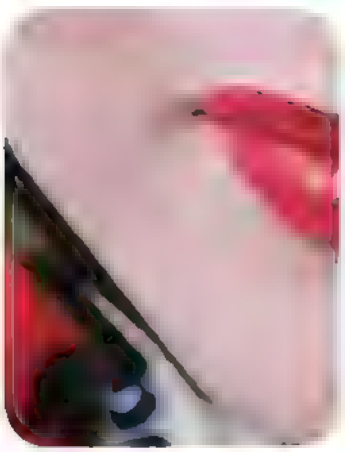
HEADS, YOU LOSE!

Ever since Ptolemy I of Egypt stamped his face on a coin in the 4th century BCE, rulers have been using portraits on currency to boost their images. The first monarch to regret this decision was Louis XVI of France. In 1791, he disguised himself as a valet in an attempt to flee the French Revolution, but a postmaster recognized him from his likeness on a coin. From there, the unlucky king was escorted straight to the guillotine.

EVIL EYE PROTECTION

The evil eye is one of the world's oldest and most widespread superstitions, likely originating in the power of a hateful stare. Italians have a wide range of defenses against it, including amulets, garlic, pigs' teeth, horseshoes, and jangling keys. Other cultures believe you can ward off the evil eye with red clothing. In fact, that's why Panamanian dictator Manuel Noriega always wore red underwear!





LYING THROUGH YOUR BABY TEETH

No amount of saying "cheese" can help you fake a true smile. Although most people can curl their mouths and wrest their eyelids into a cheerful squint, they can't voluntarily move the outer part of their eye muscles—the real indicator of a genuine smile. Still, faking smiles is pretty instinctive. Researchers have found that, at just 10 months old, babies learn how to put on phony grins for strangers, while reserving their true smiles for mommy and daddy.

> at just 10 months old, babies learn how to put on phony grins for strangers

SMILE, AND THE WHOLE WORLD SMILES WITH YOU

People just can't help making faces at one another. When you see someone grin or grimace, your facial muscles automatically imitate that expression, if only for milliseconds. Today, many researchers believe that mimicking faces is part of how we empathize with others. When we copy someone else's emotion, scientists can see a flash of that emotion inside our brains. But how does that affect people who've been Botox'ed? In one recent experiment, women were given injections to paralyze their frown muscles. When they were shown angry faces, their facial muscles couldn't react, and neither could their brains. Who knows? Cosmetic surgery may be making the world a happier place after all.

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PUTTING A GOOD FACE ON IT

The Evolution of Mr. Potato Head

1949

A SPUD IS BORN

Brooklyn born toy inventor George Lerner tries to capitalize on kids who like to play with their food. Surprisingly, Lerner's idea of creating face and body parts that can be jabbed into potatoes is a hard sell. Toy companies worry that parents who've just lived through World War II-era food shortages will balk at the thought of wasting perfectly good food.

1952

THE TUBER SPREADS

Hasbro sees the genius in Lerner's product and agrees to market it, creating the first-ever TV ads for a toy. It turns out that parents have few misgivings about squandering their potatoes, more than 1 million Mr. Potato Heads sell that year alone.

1953

FAMILY MAN

Mr. Potato Head gets an arranged marriage. In 1953, Hasbro outfits him with an instant family: Mrs. Potato Head, son Spud, and a daughter, Yam. He also gets a car, a boat, and a kitchen in the deal. Within a few years, the likable Spud makes friends with pals Katie the Carrot and Pete the Pepper.

1964 & 1974

ATTACK OF THE ROTTEN POTATOES

When parents complain about finding moldy potatoes under their kids' beds, Mr. Potato Head ditches his organic body for a plastic one. Ten years later, new rules about choking hazards compel Hasbro to merge the head and body into one legless lump.

1987

A SPOKESSPUD IS BORN

Mr. Potato Head trades his dapper hat for a green baseball cap and exchanges his loafers for blue tennis shoes. In keeping with his new, sportier look, he also quits smoking in 1987 for the American Cancer Society's Great American Smokeout. To show his support for the anti-smoking campaign, he publically hands over his signature tobacco pipe to U.S. Surgeon General C. Everett Koop.

1989

FRIES ON THE SIDE

1995

SUPERSIZED

Mr. Potato Head makes his big-screen debut in *Toy Story*, the first film ever made using only computer-generated imagery. But perhaps his most prestigious gig is yet to come. In 2000, Mr. Potato Head becomes the official travel ambassador for Rhode Island, "the Birthplace of Fun," where Hasbro is headquartered.

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BLUE IN THE FACE

If you're looking to add a little color to your face, why not try these natural, scientifically proven methods?

BY MEGAN WILDE

[illegible]

Believe it or not, going permanently blue in the face can be the result of downing too much silver. It's a relatively harmless condition known as *argyria*, which occurs when silver builds up in the skin and then reacts with light. The FDA has been warning the public about argyria for years, but because some alternative health treatments tout silver's antibacterial properties, many people ignore the warnings.

The most famous blue man is Paul Karason, a 58-year-old Washington native who began using home-brewed colloidal silver to treat his dermatitis about 10 years ago. He appeared on the *Today* show in 2008 and became an Internet superstar overnight. But he wasn't the first person to draw attention to the condition. Politician Stan Jones, a Montana Libertarian, started taking colloidal silver in 1999 in anticipation of a Y2K antibiotics shortage. Sure enough, he turned blue. But he didn't let the Smurf-like condition curb his political dreams. Since then, he's made two bids for governor and two for the U.S. Senate.

ORANGE YOU GLAD TO SEE ME

Beware the produce aisle; it can turn your skin orange! Carrots, sweet potatoes, papayas, and oranges get their characteristic hues from carotene, which human bodies need to produce Vitamin A. But eat too many of these fruits and vegetables and your body will become swamped with more carotene than it can process, turning your skin yellowish orange. The condition, called *carotenemia*, became fairly common during the two World Wars, when the scarcity of meat forced people to double up on their veggies. More recently, a 4-year-old in Wales turned bright orange after drinking 15 liters of Sunny Delight every day. Her new, sunnier skin tone wasn't the only thing bothering her parents, though; the beverage binge also caused severe flatulence.

ROSY CHEEKS AND RUDDY NOSES

Late 19th-century finance mogul J. Pierpont Morgan offered $100,000 to anyone who could figure out why his face was so red. No one solved the mystery, but today, doctors suspect he had *rosacea*, a disease that gives sufferers a chronic ruddy complexion, pimples, and a bulbous red nose. Because alcohol worsens the symptoms, the ailment has been dubbed "drinkers' nose" and "grog blossoms." While no one knows what exactly causes rosacea, it's been linked to hair mites and ulcer-causing bacteria. Famous sufferers include comedian W. C. Fields, painter Rembrandt, Princess Diana, and former President Bill Clinton.

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TURNING RED

Famous People with Famously Bad Tempers

BY KATRINA BROWN LINT

• ROBERT FROST'S ICY DISPOSITION
For all his beautiful imagery of long and winding roads, you'd think American poet Robert Frost would be the epitome of calm and patience. That wasn't the case. The extremely temperamental Frost was known to lash out at readings. In fact, when someone walked in late to a performance, he was known to pause and berate the straggler from the podium. And when it came to poorly attended readings, the pessimistic Frost never saw the auditorium as half-full. Upon finding a scant audience at one event, he yelled at the organizer, "What do you think I am, a rural schoolteacher?" We're guessing the crowd accidentally took the road not taken.

• NEEDLING JUDI DENCH
Judi Dench is one British drama queen with a royal temper. Dame Judi rarely sits for interviews and admits that she's only getting feistier with age. Still, her short fuse carries with it a subversive kind of charm. In 1999, playwright David Hare asked her to needlepoint a pillow as a gift for his mother. She resented the request, but did it anyway, delicately stitching "F**k You" into the design.

• KATIE COURIC, WORD FREAK
There's a certain relief in knowing that the world's perkiest news anchor also has limits to her cheer. Behind the scenes at the *Today* show, Couric was known as "Katie Dearest." And in 2007, she even fessed up to having slapped one of the show's producers. His offense? While Couric was taping a segment on tuberculosis, he kept saying "sputum," despite her insistence that the word annoyed her.

• STEPHEN HAWKING'S DRIVE-BYS
While renowned mathematician and physicist Stephen Hawking can't show his anger through the inflections of his electronic voice, he manages to compensate with his wheelchair. Hawking once rammed into a car that was blocking a handicap ramp. **He's also been known to run over the toes of people who irk him, including several of his assistants. Rumor has it, he's even skidded over the feet of Prince Charles.**

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WE'RE NUMBER 1

4 Not-So-Famous Firsts

BY KARA KOVALCHIK

1 // THE FIRST HAMBURGER CHAIN

Don't be deceived by the Harold and Kumar films; America's first ham burger chain became popular because of the public's need for purity. In 1921, when Walter Anderson and Billy Ingram opened the first White Castle in Wichita, Kansas, Americans were still skeptical about the integrity of ground beef. To quell their fears, the owners decided to make and grill their burgers in full view of customers. In fact, even the stark white and chrome decor was meant to hint at the purity of the food. The strategy worked. Americans ate half a billion White Castle burgers last year alone.

2 // THE FIRST AUTO INSURANCE

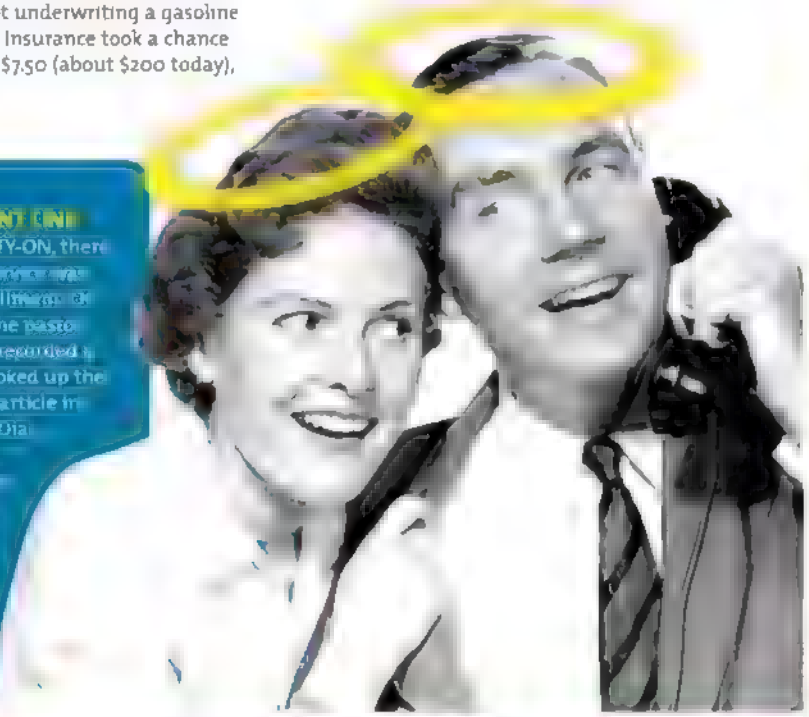
The story of driver's insurance starts not with a gecko, but with a Gilbert. In 1896, Gilbert J. Loomis, a mechanic from Westfield, Mass., built a one-cylinder steam car. Loomis had dreams of launching his own auto company, but in order to get the ball rolling, he needed to drive his prototype to prospective investors in various states. Knowing that the potential for damage to his car, pedestrians, or horse-drawn carriages was huge, Loomis approached several insurance companies. One company president expressed the feeling of many in the industry when he said, "I'm not underwriting a gasoline can on wheels!" But on October 20, 1897, Travelers Insurance took a chance on Loomis and sold him an automobile policy for $7.50 (about $200 today), providing him with $1,000 in liability coverage.

3 // THE FIRST TELEPHONE ENTERTAINMENT LINE

Before there was 976-BABE or 1-900-PARTY-ON, there was Dial-a-Prayer. The automated telephone service was created for lonely people seeking spiritual fulfillment. On Thanksgiving Eve 1955, Rev. R.R. Schwambach, the pastor of Bethel Tabernacle Church in Evansville, Ind., recorded a 94-second nondenominational prayer, then hooked up the recording device to the church's telephone. An article in the *Evansville Courier* printed the number for "Dial-a-Prayer" and explained that folks in need of comfort could call at any hour, day or night. Reverend Schwambach thought he'd leave the machine through Christmas, but the service proved so popular that he continued to record a new message every day. Within no time, similar services started popping up at churches across the country.

4 // THE FIRST REAL PERSON IN A FEMININE HYGIENE AD

Even during the roaring 1920s, when women bobbed their hair and bared their arms, products for "that time of the month" were advertised only discreetly in women's magazines, never featuring real women. But that taboo ended in 1928, when photographer Edward Steichen sold a photograph of *Vogue* cover girl Lee Miller to the Kotex Company. The ad Kotex produced caused quite a stir and ended Miller's modeling career in the United States. (She fled to Paris, studied photography, and became a renowned photographer in her own right.) But ever since, real women have been hawking feminine hygiene products. Actresses Courteney Cox and Naomi Watts both got their starts in tampon commercials, and more recently, Tampax hired tennis superstar Serena Williams as its international spokeswoman.



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Behind the Wheel of the Cozy Coupe

In 2008, The Little Tikes Company sold 457,000 Cozy Coupes, making it the best-selling car in America. It even edged out Toyota Camry sales by 20,000. In fact, over the past 30 years, children have taken joy rides in more than 10 million of the little plastic vehicles. Here's the skinny on what keeps this classic rolling off assembly lines.

BY ROB LAMMLE

ONE MAN'S VISION

ONE WORD: PLASTIC

ONE MY KIDS DID

HOOD WINK

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Animals of War

Three Battle Stars that Simply Weren't Human

From Hannibal's elephants to George Washington's horse, animals have fought on our behalf for centuries. We'd like to salute the following critters for going above and beyond the call of duty.

BY ROB LAMMLE

A DOG FOR THE TRENCHES

In 1917, just before the United States entered World War I, a Yale student named John Robert Conroy found a stray bull terrier on campus. He kept him and named him Stubby. Later, when Conroy went off to train for the army, Stubby went, too. The dog learned bugle calls, marching drills, and how to salute with his paw. But when Conroy found out he was going to be stationed in France, he couldn't bear to leave behind his little friend, so he smuggled the pup along. Luckily, Stubby was quick to impress the officers, and he was soon promoted to division mascot.

Stubby held fast with the men in the trenches. He used his keen sense of smell to warn them of mustard gas. He even captured a German spy, knocking the man down and biting the seat of his pants. For these brave acts, Stubby was promoted to sergeant. (His owner never made it past corporal.) Before the end of his military career, Sgt. Stubby received numerous awards, including the Purple Heart for a shrapnel wound, as well as lifetime memberships to the American Legion and the American Red Cross. In 1921, the National Humane Education Society gave him a special medal for his service. The award was presented to the pooch by General John J. Pershing, the highest-ranked military officer in America at the time.

BEARING A HEAVY LOAD

During World War II, the Polish army was stationed in modern-day Iran. On a lark, a group of those soldiers gave the locals some canned food in exchange for a baby bear. They named the cub Wojtek, or Smiling Warrior, and fed him condensed milk from an empty vodka bottle. Later, he developed a taste for marmalade, beer, and even cigarettes. He also grew to be 6-ft. tall. "He was like a big dog," said Polish army veteran Augustyn Karolewski. "No one was scared of him."

★ THE BOTTOM LINE PEOPLE WITH *PROSOPAGNOSIA* CAN'T RECOGNIZE HUMAN FACES; BUT ONE

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Well, almost no one. One day, Wojtek came upon a spy who had infiltrated the army's camp. The intruder simply cowered in the corner of the barracks until Wojtek's keepers came back. In the presence of several soldiers and one large bear, the spy was quick to confess, and Wojtek earned two beers and extra playtime for his work. The men even registered Wojtek as a soldier in the 22nd Artillery Supply Company. During the next few months, Wojtek proved himself equally valuable on the battlefront. He carried crates of shells for cannon operators during the brutal Battle of Monte Cassino, and reportedly never dropped a single one. After the war, Wojtek retired to the Edinburgh Zoo in Scotland.

CARRIER OF FREEDOM

Around the same time that Wojtek the Bear was fighting for the Polish, the British Armed Forces enlisted the help of pigeons, creating the National Pigeon Service. It was an elite task force that flew military-intelligence messages between England and France. The most famous bird in the service was Commando, who survived more than 90 missions. It was an astonishing number, considering that fewer than one in eight pigeons returned from the field alive. (Most succumbed to German falcons patrolling the coasts.) After three successful missions in 1942, in which Commando revealed the location of injured British troops and hidden German forces, the pigeon received the Dickin Medal, the animal equivalent of the Victoria Cross.

MORE ANIMALS

at *www.mentalfloss.com/more*

- The Strange World of Animal Prosthetics
- Sung Rats and Other Bizarre Court Cases

Mother Nature's Family Feuds

3 Deadly Sibling Rivalries

Far away on the Galapagos Islands, small seabirds called Nazca Boobies reenact the Cain and Abel story every day. But the bird on bird crime, known as obligate siblicide, isn't restricted to feathered siblings. Take a closer look at the baby battles happening all across the animal kingdom.

BY KELSEY ABBOTT

FEMALE NAZCA BOOBIES LAY THEIR EGGS IN PAIRS. If only one of the eggs hatches, the little chick will grow up to be a happy, well-adjusted adult. However, if both eggs hatch, one bird will grow up to be an aggressive, emotional wreck and the other won't grow up at all. That's because the first-born will knock its newborn sibling out of the nest and leave it to die.

So, what fuels the siblicidal rage? Testosterone. Nazca Boobies are born with testosterone levels three times higher than other booby species. Worse still, when baby Nazcas face off against one another, it causes a testosterone surge that affects the bird for life. Although the winning chick's testosterone levels quickly return to normal, these adult Nazcas become bullies who often beat up unguarded chicks.

Amazingly, some killer siblings build their rap sheets even before they're born. Sand tiger sharks, for example, kill their siblings in the womb. Somewhere between four and six months into gestation, sand tiger embryos grow teeth and develop the ability to swim. Then, the strongest fetus in each uterus (sand tiger sharks usually have two) will eat its wimpier siblings. With its pesky brethren out of the way, the two winning sharks have plenty of room to grow within their very own wombs. By the time the mother shark gives birth to her two pups, they're not only half her size, but vicious. After all, they're already experienced killers.

Of course, not all siblicides in the animal kingdom are intentional. After a female Tasmanian devil gives birth to her litter of about 30 young, the babies must make their way from the birth canal to the pouch. But here's the catch: She only has four nipples with which to feed them. Competition for the spots is fierce. Because the baby devils haven't developed claws or teeth yet, they rely on speed—and luck—to beat out their siblings. The winners of the race are rewarded with their mother's milk, while the unlucky devils starve.

PROSOPAGNOSIC FARMER HAD AN EXCEPTIONAL KNACK FOR IDENTIFYING THE FACES OF SHEEP

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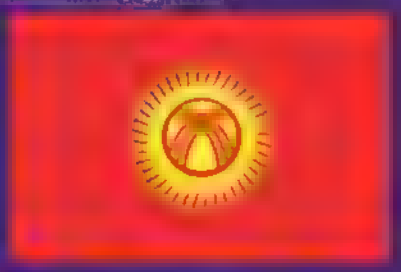
BY JASON ENGLISH

Part I

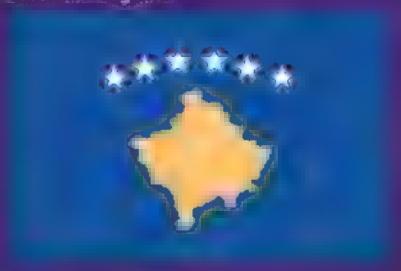
FLAGS OF THE WORLD (The Hard Ones!)

After the success of last issue's state flags quiz, we've decided to upgrade. Can you tell which country, province, or territory each flag represents?

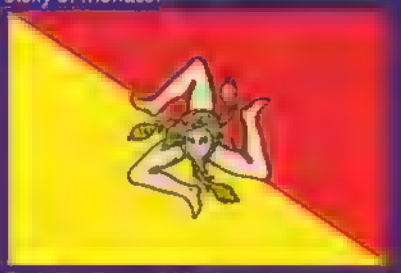
1// Armenia or Kyrgyzstan?



2// Kosovo or Nigeria?



3// Sicily or Monaco?



4// Swaziland or Somalia?

Part II

Who Was on Issue No. 1?

The first cover of *Time* magazine featured Joseph G. Cannon, the retired Speaker of the House. You shouldn't be expected to know that, but you should probably know these

1
1967
a) John Lennon
b) Bobby Kennedy
c) Tina Turner

2
1974
a) Raquel Welch
b) Mia Farrow
c) Clint Eastwood

3
1953
a) Marilyn Monroe
b) Jayne Mansfield
c) Hugh Hefner

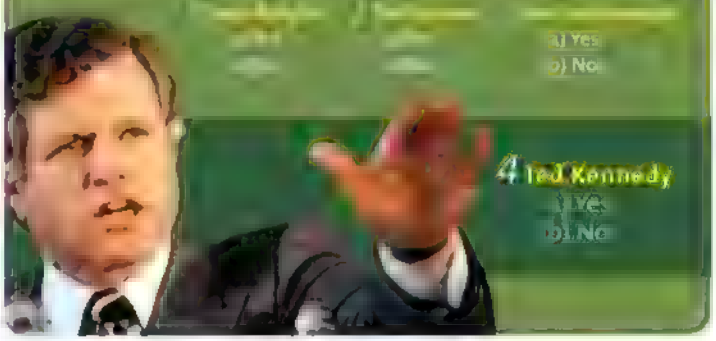
4
1953*
a) Queen Elizabeth II
b) Ronald Reagan
c) Desi Arnaz, Jr

5
2001
a) Co-Founders Will Pearson & Mangesh Hattikudur
b) Colonel Harland Sanders
c) Albert Einstein

(first national edition)

Part III

Did They Play College Football?



PART I: 1) Kyrgyzstan 2) Kosovo 3) Sicily 4) Swaziland | PART II: 1) a. John Lennon 2) b. Mia Farrow 3) a. Marilyn Monroe 4) c. Desi Arnaz, Jr. 5) c. Albert Einstein | PART III: 1) Yes, (NAVY) 2) No (But he played football in high school) 3) No (He played QB in high school though.) 4) Ted Kennedy — Yes — Harvard.

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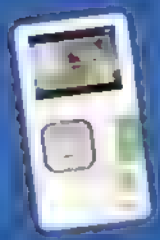

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8. Williams College (MA)
9. Reed College (OR)
10. College of Wooster (OH)
11. Centre College (KY)
12. Sewanee–U. of the South (TN)
12. University of N.C.–Asheville*
14. Amherst College (MA)

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101 MASTERPIECES

A Guide to Works You Should Know

NO. 87

ROBERT INDIANA'S LOVE

BY MEGAN WILDE

Robert Indiana's LOVE began as a simple Christmas card and grew into one of the most recognizable images in American art. But as LOVE swelled, it nearly broke the heart of the man who created it.

DURING THE 1960S, ROBERT INDIANA WAS A LEADER in New York's Pop art movement. But while his famous LOVE sculpture was recreated in paintings, postcards, T-shirts—and in postage stamps that earned more than $25 million for the U.S. Postal Service—the work barely made Indiana any money. Instead, it earned him a reputation →

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as a sell-out. LOVE was full of deep personal meaning, but Indiana's intentions were lost on both fans and critics.

RAISING INDIANA

Robert Indiana's childhood was anything but glamorous. He was born Robert Clark in 1928 in a small town in Indiana. After his father lost his job during the Great Depression, his parents shifted from house to house like nomads. The family moved 21 times before Robert turned 17, mostly to neighborhoods in and around Indianapolis. His mother's restlessness was partly to blame. In her obsession to relocate, she often took Robert on long car rides to gawk at suburban bungalows. The family car became the touchstone of Robert's domestic life or, as he put it, "more stable than home itself."

Amid this instability, Robert knew one thing: He wanted to be an artist. When he was old enough, he joined the Army Air Corps so that he could take advantage of the G.I. Bill. Then, after three years of service (mostly working in a secretarial capacity), Robert attended the School of the Art Institute of Chicago followed by a stint at the University of Edinburgh in Scotland.

POP GOES THE EASEL

During the next few years, Robert Indiana merged his interests in journalism and illuminated manuscripts into a distinctive style. His self-described "sign paintings" were mostly words and numbers arranged in circles and squares, with hard edges and vibrant colors. They drew the attention of the Museum of Modern Art, and with the museum's 1961 acquisition of his painting "The American Dream," Indiana's career took off. Pretty soon, he found himself at the forefront of the budding Pop art movement.

Pop art had emerged in the late 1950s as a rebellion against Abstract Expressionism, a school of nonrepresentational painting that had dominated the American art world. Abstract Expressionists such as Jackson Pollock and Mark Rothko disdained recognizable images. Instead, they used large canvases and swaths of paint to express ideas about spirituality and consciousness. By contrast, Pop artists focused on realism, taking their subjects, themes, and visual styles from popular culture and mass-produced commodities such as comic books, advertisements, and, of course, Campbell's soup cans.

Because Indiana didn't want to disrupt the design with his signature, he had no legal protection against imitators.

At the helm of the Pop art movement were Andy Warhol and Robert Indiana. The two artists exhibited work together at the same gallery and even posed together holding their cats in a *Vogue* photo spread. In fact, one of Warhol's earliest films was a 40-minute, slow-motion movie of Robert Indiana eating a mushroom. But while Indiana embraced Pop, the movement didn't suit him in many ways. He wasn't interested in the personality cults or media attention that swirled around Warhol, and Indiana shied away from the sex, drugs, and fame.

Indiana's style was also more intimate and personal than many of his Pop peers. His meticulously handcrafted art drew more from his turbulent youth than from consumer culture. The colors, numbers, and shapes in his art symbolized or commemorated events and people from his life. These deeper meanings were often lost on his audience, though. His first public commission—a 20-ft. tall, light studded "EAT" sign for the 1964 New York World's Fair—referenced his mother's years working in roadside diners, as well as her last words to him, "Did you have something to eat?" But the flashing EAT sign so resembled familiar café signage that people flocked to it, assuming it was a restaurant. It wasn't the last time Indiana's work would become simultaneously popular and misunderstood.

LOVE IS A BATTLEFIELD

Robert Indiana's experiment with LOVE started in 1958, when he began playing with poetry, placing the letters "LO" above "VE." He translated the idea into paintings, and in 1965, he hit paydirt when the Museum of Modern Art commissioned him to do a version of LOVE for a Christmas card. His simple composition of vibrant red letters against a green and blue background became one of the museum's most popular items. Following up on the card's success, Indiana exhibited a suite of paintings, drawings, and small sculptures in what he called the "LOVE show" in New

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The Art of the Matter

Robert Indiana never intended for his LOVE sculpture to become an emblem of 1960s counterculture, because it had nothing to do with free love or hippies. As with his other works, LOVE was all about personal symbolism.

- The word "love" was connected to his childhood experiences attending a Christian Science church, where the only decoration was the wall inscription, "God is Love."
- The colors were an homage to his father, who worked at a Phillips 66 gas station during the Depression. "When I was a kid, my mother used to drive my father to work in Indianapolis, and I would see, practically every day of my young life, a huge Phillips 66 sign," he once wrote. "So it is the red and green of that sign against the blue Hoosier sky."
- The tilted O was common in medieval typography, and Indiana has variously described the leaning letter as representing either a cat's eye or an erect phallus.

York in 1966. Although it wasn't a critical success, LOVE was so popular with the general public that NBC televised the exhibition. In an era of love-ins and peace protests, the image struck a nerve with the spirit of the 1960s.

Hippies were all about love, and for the next decade, so was Robert Indiana. Giant walls and crosses of LOVE paintings followed, and in 1971, Indiana created the first of many public LOVE sculptures. It debuted in Boston, then New York City. Before long, cities all across the world had the sculptures in their parks—Philadelphia, New Orleans, Vancouver, Lisbon, Jerusalem, Tokyo, and Singapore, just to name a few. And just to cement its ubiquity, the United States Postal Service repoduced Indiana's design for an 8-cent Valentine's Day stamp in 1973. It sold more than 300 million copies and became, for many years, the best-selling commemorative stamp in history.

As Indiana's LOVE spread, his name didn't. "Everybody knows my LOVE," he told an interviewer in 1976, "but they don't have the slightest idea what I look like. I'm practically anonymous." Because Indiana hadn't wanted to disrupt his initial design with his signature or a copyright notice, he had no legal protection against imitators. He also enjoyed little financial gain as his image was ripped off in countless ways. One company sold a line of cheap cast aluminum LOVE paperweights in bookstores on college campuses, another offered LOVE and HATE cufflinks. As the number of parodies increased, Indiana eventually copyrighted some variants of his creation. But by that time, it was too late to file suit against the flood of false LOVEs on the market.

What was assumed to be a huge financial success for Indiana was, in fact, a drain on his artistic career. Many art collectors and critics dismissed him as a sell-out, and some major museums stopped collecting his work altogether. One newspaper reviewer even suggested that Indiana's next word-art should depict MONEY.

FINDING HOPE IN LOVE

As the 1970s drew to a close, Robert Indiana decided to leave both New York and LOVE behind him. He moved to Vinalhaven, a remote island off the coast of Maine, to work in isolation. For nearly three decades, he stayed there, distancing himself from the iconic image. Then, just two years ago, Barack Obama's campaign approached him for help, and Indiana decided to give LOVE one more chance. He used the same design to create a red, white, and blue sculpture of HOPE to benefit the campaign. Indiana called HOPE, "a brother to LOVE, or a sister, or a very close family member." It was unveiled outside the Democratic National Convention in Denver in 2008. The image was recreated on T-shirts, pins, posters, and bumper stickers, and sales of HOPE merchandise raised more than $1 million for the campaign. More importantly, it gave Robert Indiana a renewed faith in LOVE.

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NO. 86

DASHIELL HAMMETT'S The Maltese Falcon

The mysterious femme fatale. The jaded private eye. The rare object worth killing for. Dashiell Hammett invented all of these classic elements of crime fiction with his 1930 breakthrough novel *The Maltese Falcon*, but how did Hammett dream up this dark, new world of literature? By writing from experience.

BY [illegible]

[illegible] Fiction was overrun with weak Sherlock Holmes imitators—erudite puzzle solvers who refused to get their hands dirty. Enter Dashiell Hammett, a former private investigator turned writer. In *The Maltese Falcon*, Hammett took the detective out of the drawing room, dumped him in a dark alley, and created an American classic.

[illegible]

Unlike other mystery novelists, Dashiell Hammett really was a detective. Born in 1894, Hammett quit school at age 14 to help earn money for his family. After a string of low-paying jobs, he became an operative with San Francisco's Pinkerton Detective Agency in 1915. There, he adopted a code that would define his life: Create a barrier between yourself and the rest of the world.

As an investigator, Hammett tailed drug smugglers and shadowed unfaithful spouses. Once, he even tracked down a stolen Ferris wheel. But when World War I erupted, Hammett took a break from agency life and joined the Army.

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Shortly after arriving in France to begin his service, Hammett contracted chronic tuberculosis. And when he returned to the States, he wasn't the same. He found himself increasingly at odds with the Pinkerton assignments, which often involved breaking up strikes and infiltrating labor unions. Plus, the TB made it difficult to continue full-time work. With a wife and child to support, Hammett needed a new profession, and because he'd always been a fan of detective stories, he decided to try his hand at writing. To his delight, he sold one of his first tales, "The Road Home," to a pulp magazine called *Black Mask*. The editor praised Hammett's boldness and authenticity. But Hammett was only following advice he'd gotten from a journalism class: Write what you know.

Two novels and several short stories later, Hammett was a staple of the pulps. Still, he had higher aspirations. As he wrote to his editor in 1928, "Someday, somebody's going to make literature out of detective stories, and I'm selfish enough to have my hopes."

FALCON'S CREST

In 1930, Hammett's dream was realized with *The Maltese Falcon*. A popular hit, the novel went through five printings in its first year alone. By 1934, it had earned Hammett more than $80,000 in royalties, a huge sum in Depression-era America. Meanwhile, the novel catapulted Hammett into new literary circles and earned him comparisons to Ernest Hemingway.

The story opens with a now-textbook device: An alluring damsel in distress named Miss Wonderly visits the office of private detective Sam Spade and his partner, Miles Archer. She's come to San Francisco in search of her sister, who ran off with a man named Floyd Thursby. Spade and Archer take her case, but when Archer turns up dead that night, Spade suspects a set-up. The next day, the plot thickens when a soft-spoken man named Joel Cairo offers Spade $5,000 to find a missing object, a statuette of a falcon. Before Spade agrees to help, Cairo pulls a gun on him and demands to search his office, believing that Miss Wonderly has left the falcon in Spade's care. Spade knocks Cairo out cold, and there begins the "mess of a case," where nothing is as it seems.

In Hammett's narrative, we're never told what Spade is thinking. We only get his "tight smiles" and "narrowed yellow eyes." Riding shotgun through the fistfights and tangled sheets, we discover each clue as it's found and are allowed to reach our conclusions along with Spade. It's this kind of virtual sleuthing that helped Hammett reinvent the detective novel.

As Hammett wrote in 1928, "Someday, somebody's going to make literature out of detective stories, and I'm selfish enough to have my hopes."

INTERNATIONAL MAN OF MYSTERY

Sam Spade was the James Bond of his era—tough, smoldering, and committed to his job above all else. Women wanted him, and men wanted to be him. Hammett called him "a dream man," and thanks to *The Maltese Falcon* and its best-selling follow-ups, *The Glass Key* and *The Thin Man*, Hollywood came calling.

With money and fame, Hammett divorced his wife and cut loose as a notorious rake. He drank, gambled, and womanized, burning a reckless path through the 1930s. He pushed away friends and then bought them back with lavish gifts. He alienated publishers and producers, all the while promising that his next story was coming soon.

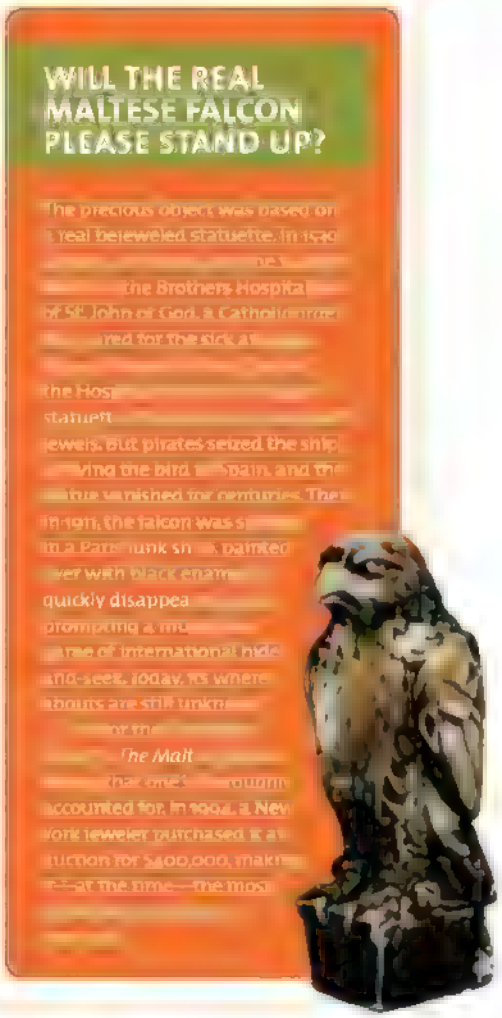
But it wasn't. After 1934, Dashiell Hammett never wrote another novel.

The end of Hammett's career remains a mystery. At times, he told colleagues that he'd only been interested in the money. But because he was rich, he felt no impulse to tell more stories. Other times, he confessed to developing "stage fright." He'd start novels and abandon them. As a kind of penance, he spent years sitting at his typewriter, staring out the window and drinking himself into oblivion. Friends and family tried to help him quit boozing, but he kept them at a distance. The Pinkerton code held strong.

For Hammett, the *Falcon* became an albatross—the book against which all of his work was judged. He came to loathe the hard-boiled style he'd created, calling it "a menace." Meanwhile, Sam Spade became the mold for new detectives—from Mickey Spillane's Mike Hammer to Michael Connelly's Harry Bosch. Even later, such film and TV investigators as "Dirty" Harry Callahan and Jack Bauer drew from Hammett's hero. *The Maltese Falcon* was made into a movie twice, and the 1941 version starring Humphrey Bogart became a film noir classic.

During the 1940s and 1950s, Hammett's life took a turn for the pathetic. As an avowed communist and a member of the Civil Rights Congress (CRC)—an organization devoted to supporting civil liberties—Hammett was an easy target for Senator Joe McCarthy's witch hunt. In 1951, Hammett served five months in prison for contempt of court during a case involving the CRC. Two years later, he was blacklisted for refusing to offer a full testimony before the House Un-American Activities Committee. The trials wrecked his career. Hammett's novels suddenly went out of print, libraries banned his books, and newspaper editorials viciously attacked his personal and political views. He hit rock bottom when the IRS slammed him with a $180,000 bill for unpaid taxes. Hammett never recovered, and he died a penniless recluse in 1961. After his death, the IRS auctioned the rights to all of his novels and short stories. The lone bidder was playwright Lillian Hellman, his longtime friend and lover, who secured the entire library for a paltry $5,000.

Today, *The Maltese Falcon* is recognized as the classic that set the bar for crime fiction. The board of the Modern Library voted it one of the Best 100 Novels of the 20th Century. No matter how tragic Hammett's life became, he achieved his one desire—to turn detective stories into great literature.



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Some Like It Hot

5 Things Benefiting from Global Warming

Climate change isn't all bad. It just depends on your perspective! If you're a mountain, a jellyfish, or some of the other things on this list, your future may be pretty bright.

BY GIDEON BANNER

1 GREENLAND GETS A MAKEOVER

In "The Princess Bride," the evil genius scolds his henchman by saying, "Do you want to me to send you back to where you were? Unemployed ... in Greenland?"

That threat might have carried some weight in the movie, but in real life, Greenland's prospects are looking up. Its massive ice sheet is rapidly thawing, which means more and more arable land is surfacing all across the island. Industrious residents have begun growing broccoli and other crops during the summer months, and speculators are drilling for gold, diamonds, and coal. Geological surveys also suggest that Greenland may contain vast offshore oil reserves.

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These newfound sources of wealth have the island's 58,000 residents, most of them Inuit, feeling empowered. In November 2008, three-quarters of them voted for independence from Denmark, which has governed the island as a colony for centuries. Ambitious local politicians even hinted that, if the movement continues, they may deserve some special consideration from the European Union. Especially because, as the Arctic ice continues to melt, new shipping lanes will open up just off of Greenland's coast.

2 JELLYFISH LIVING LARGE

Although times are rough for most ocean-dwelling plants and animals, jellyfish are flourishing. For reasons that scientists don't completely understand, the higher temperatures and increased acidification of ocean water are making the marine environment more hospitable to jellyfish. In addition, the overfishing of predators has left this invertebrate with an abundance of plankton to munch on. All these factors have led to record jellyfish "blooms" around the world, from Mexico to Great Britain to South Africa. In some parts of the Black Sea, blooms contain as many as 1,000 tiny comb jellyfish per cubic meter.

But do good times for jellyfish mean drawbacks for humans? You bet. Some jellyfish can weigh up to 450 lbs., with tentacles up to 120 feet long. Massive Nomura jellyfish off the coast of Japan have decimated fishing villages by devouring fish eggs and tearing apart fishing nets. Plus, as we all know, their stings are nasty. Swarms around Hawaii and Japan have wreaked havoc on tourism industries that rely heavily on snorkeling and boat tours.

In the western arm of the Alps, mountains are growing at a rate of .035 inches per year.

That's good news for skiers, climbers, and large hills with Napoleon complexes.

3 MOUNTAINS REACH NEW HEIGHTS

While climate change is forcing glaciers to recede, it's also allowing mountains to get taller. As the water stored in glaciers drains away, the mountains underneath them have less of a load to carry. And without all that weight, they can rise to their full heights. In the western arm of the Alps, for instance, mountains are growing at a rate of .035 inches per year. That's good news for skiers, climbers, and large hills with Napoleon complexes.

4 HELLO SMALLPOX

After decades of vaccination campaigns, the World Health Organization declared smallpox eradicated in December 1979. But thanks to global warming, this little virus, which wiped out half a billion people during the 20th century, may be making a comeback.

Scientists believe that smallpox can live for decades, or even centuries, while frozen in the Arctic tundra. As temperatures continue to rise, some experts believe there is a distinct possibility that caches of smallpox stored in the ice could thaw, leading to a global epidemic. Indeed, when a mass grave was unearthed in Siberia in the 1980s, testing showed that the antigen to the virus was still active in the dead bodies. It's a terrifying thought, but there is some good news. Even if smallpox resurfaces, an effective vaccine has already been invented, so casualties wouldn't be nearly as high as they were in previous centuries.

5 SATELLITES SPIN FASTER

For years, space researchers have recorded small changes in the speed of orbiting satellites. Sometimes they'd speed up; other times they'd slow down. Scientists soon found a correlation between these changes and the 11 year cycle of sunspots—the dark areas on the surface of the Sun that are caused by intense magnetic activity. Sunspots alter the density of the gases in the thermosphere, the outer layer of the atmosphere that is home to most satellites. When the gases become less dense, satellites travel faster; when they become more dense, satellites slow down.

It turns out that it isn't just the Sun that's been affecting the satellites, though. Increased levels of carbon dioxide in the atmosphere are also altering their speeds. On the surface of the Earth, carbon dioxide has been heating things up, but in the outer atmosphere, carbon dioxide actually cools things down. This makes the thermosphere less dense, allowing satellites to go faster. Scientists confirmed the effect in 2006, and the phenomenon may actually be benefiting us. With less drag, satellites require fewer course corrections and stay aloft longer, meaning that the giant hunks of metal won't fall to the ground as often. ■

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BUTTERFLIES ON THE BLACK MARKET

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THE INS AND OUTS OF EXOTIC ANIMAL SMUGGLING

BY ETHAN TREX

The illegal wildlife trade is a rapidly expanding industry that's quietly affecting every country in the world. But why has the market gotten so big? And why are so many criminals getting into the game right now? ***mental_floss*** *has the answers.*

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Just how big is the international animal racket?

The black market for wildlife is second only to the illegal drug business in size. It's currently estimated to be worth more than $20 billion. Yes, that's billion with a "b." And it's not just elephant tusks that are changing hands under the table. For every type of endangered species out there, there's an eager collector waiting to shell out a lot of cash. For example, a pair of Queen Alexandra's Birdwings—the world's largest butterflies, with wingspans of up to 14 inches—sells for about $10,000. A baby chimpanzee goes for as much as $50,000. But the black market isn't just for cute critters. In March 2009, New York officials broke up a huge smuggling ring that specialized in snapping turtles, rattlesnakes, and salamanders.

Why are so many criminals getting into wildlife smuggling?

In addition to being extremely profitable, it's pretty difficult to get caught smuggling endangered animals. The U.S. Fish & Wildlife Service is staffed with fewer than 400 law enforcement agents; by comparison, the Drug Enforcement Agency has 11,000 employees. And if you do get nabbed, the punishments are much less severe than in the drug trade. Let's say you're a narcotics dealer, and officials find you with hundreds of thousands of dollars worth of heroin. Even if it's your first offense, you could face a minimum of 10 years in prison, and you'll be a convicted felon, which means no more voting in federal elections. But if you're an animal smuggler with no prior convictions and you get caught with an equivalent cache of illegal butterflies, you might not even spend the night in jail. And if you're a repeat offender, the consequences still aren't so bad. When Hisayoshi Kojima, the world's most wanted butterfly thief, pleaded guilty to 17 smuggling-related charges in 2007, he received 21 months in prison and a fine of just under $39,000. Such low-risk, high-reward conditions have led many drug traffickers to diversify into the wildlife business.

But what's so bad about dealing butterflies?

Many scientists believe that the illegal wildlife trade exacerbates one of the gravest problems facing mankind: the mass extinction of species. Biologists like Harvard's E.O. Wilson predict that half of all plant and animal species will be extinct by 2100, and that could mean dire consequences for humanity. Plants and animals pollinate our crops, filter our water, regulate the amount of carbon dioxide in the air, help decompose waste, and lead scientists to new medical breakthroughs—all free of charge. Each time a species goes extinct, we lose one of these unpaid workers. And because wildlife smugglers tend to target the species that are already the most vulnerable, they're speeding up the rate at which we're losing plants and animals.

A PAIR OF QUEEN ALEXANDRA'S BIRDWINGS—THE WORLD'S LARGEST BUTTERFLIES—SELLS FOR ABOUT $10,000

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THE WORLD'S MOST WANTED BUTTERFLY THIEF

You don't know his name, but for most of this past decade, Hisayoshi Kojima was a collector's best source for rare, endangered butterflies. The slippery insect dealer would sneak back and forth between Japan and the United States with apparent impunity drumming up millions of dollars and feeding the addictions of butterfly enthusiasts. Kojima managed to get butterflies that nobody else could find—giant swallowtails from Jamaica, Luzon peacocks from the Philippines, and the largest butterfly in the world, the Queen Alexandra's Birdwing from Papua New Guinea. Everyone in the business knew that Kojima was the man to call if you wanted a rare butterfly and you had wads of cash to spend.

Kojima's downfall began in 2003, when Fish & Wildlife special agent Ed Newcomer approached him at the Los Angeles Natural History Museum's Bug Fair, an annual gathering of insect collectors. Newcomer went to the fair undercover, pretending to be a curious neophyte in the world of butterfly trading. He was so charming that Kojima immediately trusted him. He even offered to sell Newcomer a giant, living Central American beetle. It was illegal, of course, and the smugger asked a cool $10,000 for it.

Although Newcomer didn't buy the beetle, Kojima saw an eager pupil in him. Soon, Kojima was teaching Newcomer the ins and outs of the illegal trade. He explained how to moisten butterfly wings so that they could be folded delicately into wax paper and shipped then unfolded and displayed later on. Other lessons involved Kojima's business model, which was shockingly simple. He'd find clients by selling legal specimen on eBay. Then he'd offer repeat customers the chance to buy forbidden insects.

Yet, for all the time Newcomer and Kojima spent together, it took several years for the agent to gather enough evidence to convict the notorious butterfly thief. Even now, animal smuggling doesn't carry sentences as strict as drug smuggling. Kojima served less than two years in prison, and in early 2009, he was released, free to flap his wings once more.

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Who's buying this stuff?

This is the question that keeps wildlife agents up at night. Although officials have scored some major coups breaking up smuggling rings, the traffickers often refuse to reveal their buyers, which makes it tough to figure out what motivates them. Consider the example of a Komodo dragon, the world's largest lizard, which can grow up to 10 feet long and has a mouth full of razor-sharp teeth. It's venomous, and its saliva contains virulent bacteria. Who would want to buy that? Yet, Komodo dragons fetch more than $30,000 on the black market.

Part of the answer may lie in the psychology of collectors. Whether they're amassing baseball cards or Beanie Babies, most of them start by gathering the common items and then build to the more unusual ones. Eventually, they start seeking out the things that are truly rare. As author Bryan Christy put it in his book *The Lizard King: The True Crimes and Passions of the World's Greatest Reptile Smugglers*, reptile collectors tend to follow a common progression. First, they get bigger species, then meaner ones, then unusual ones, and, finally, illegal species, which are also frequently venomous.

In truth, the animals that wind up living in some collector's menagerie are the lucky ones. Many trafficked animals and insects are sacrificed to dinner plates and medicine cabinets. In China, turtles are often turned into turtle soup or ground into aphrodisiac powder. Other animals are killed so that smugglers can harvest a certain organ or body part. In a number of Asian cultures, bear paws are thought to impart strength and virility, and their gallbladders are used to treat everything from cancer to hemorrhoids. A single bear gallbladder can fetch thousands of dollars. And as we all know from the Indiana Jones movies, the practice of eating monkey brains is still alive and well in many parts of the world. In the United States, though, monkeys are usually smuggled in to be pets.

In China, turtles are often turned into turtle soup or ground into aphrodisiac powder

So how do you smuggle a monkey through an airport?

In your pants, of course! But the trick doesn't always work. Just ask the guy who tried to smuggle two pygmy monkeys into Los Angeles in 2002. Upon landing at LAX, his brilliant plan was to discreetly stuff them into his underwear as he went through the airport. But his traveling companion blew their cover in customs, when several birds of paradise burst out of his suitcase and flew around the terminal. More recently, a smuggler was caught hiding a monkey under his hat on a flight to Peru, and another female smuggler was caught strapping a monkey to her belly and pretending she was pregnant on her way from Thailand.

A FEMALE SMUGGLER WAS CAUGHT STRAPPING A MONKEY TO HER BELLY AND PRETENDING SHE WAS PREGNANT

For some reason, stuffing animals in one's trousers is a favorite tactic among smugglers. In 1995, two men were arrested at the Mexican border after customs officials noticed that the bulges in their pants were moving. It turns out that the slithering bumps were actually pantyhose filled with more than a dozen snakes.

Even when traffickers get caught, the stories rarely end well for the animals. Because they've been pulled from their normal habitats and potentially exposed to all sorts of diseases, stolen animals can't simply go home. Instead, they end up quarantined in zoos or in wildlife refuges. And while that isn't the worst fate that can befall an animal, it does nothing for the survival of the species in the wild. From a conservation standpoint, sneaking an animal out of its habitat really isn't any different from shooting it for its hide.

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HOW MUCH FOR THAT BABY GORILLA IN THE WINDOW?

Wondering if you got a good price on that creature in your basement? Here's what the world's hottest endangered species are going for these days.

HYACINTH MACAWS

NATIVE TO: South America
PRICE: up to $20,000
WHY THEY'RE SO HOT RIGHT NOW
This parrot's large size and beautiful blue feathers have made it a favorite among collectors. The poaching of macaws has devastated wild populations and driven up prices, which makes them even more popular

$20,000

PLOUGHSHARE TORTOISES

NATIVE TO: Madagascar
PRICE: upwards of $30,000
WHY THEY'RE SO HOT RIGHT NOW
Because they might not be around much longer. With fewer than 1,000 ploughshares left in the wild, they're some of the world's most endangered animals

$30,000

CHIMPANZEES AND GORILLAS

NATIVE TO: Central Africa
PRICE: more than $50,000 for babies
WHY THEY'RE SO HOT RIGHT NOW
Because they're cute when they're little

$50,000

OENPELLI PYTHONS

NATIVE TO: Australia
PRICE: $30,000
WHY THEY'RE SO HOT RIGHT NOW
This large python can change colors like a chameleon, shifting from dark brown during the day to pale silver at night

$30,000

SPERM WHALES

NATIVE TO: the world's oceans
PRICE: up to several hundred dollars per pound, one whole whale could cost you a few million. A so, one sperm whale tooth can run you $500
WHY THEY'RE SO HOT RIGHT NOW
If you thought hunting for Moby Dick went out with Herman Melville, think again. Although the International Whaling Commission banned commercial whaling in 1986, whale sushi is still a delicacy in Japan, and the teeth continue to be carved and sold as knickknacks

$2-9 MILLION

CHINESE ALLIGATORS

NATIVE TO: the lower Yangtze River
PRICE: $15,000
WHY THEY'RE SO HOT RIGHT NOW
In 1999, commercial developments destroyed the alligators' habitat to such an extent that, today, only about 130 survive in the wild. Rarity like that lures the collectors

$15,000

OENPELLI PYTHON BY RUNE MIDTGAARD

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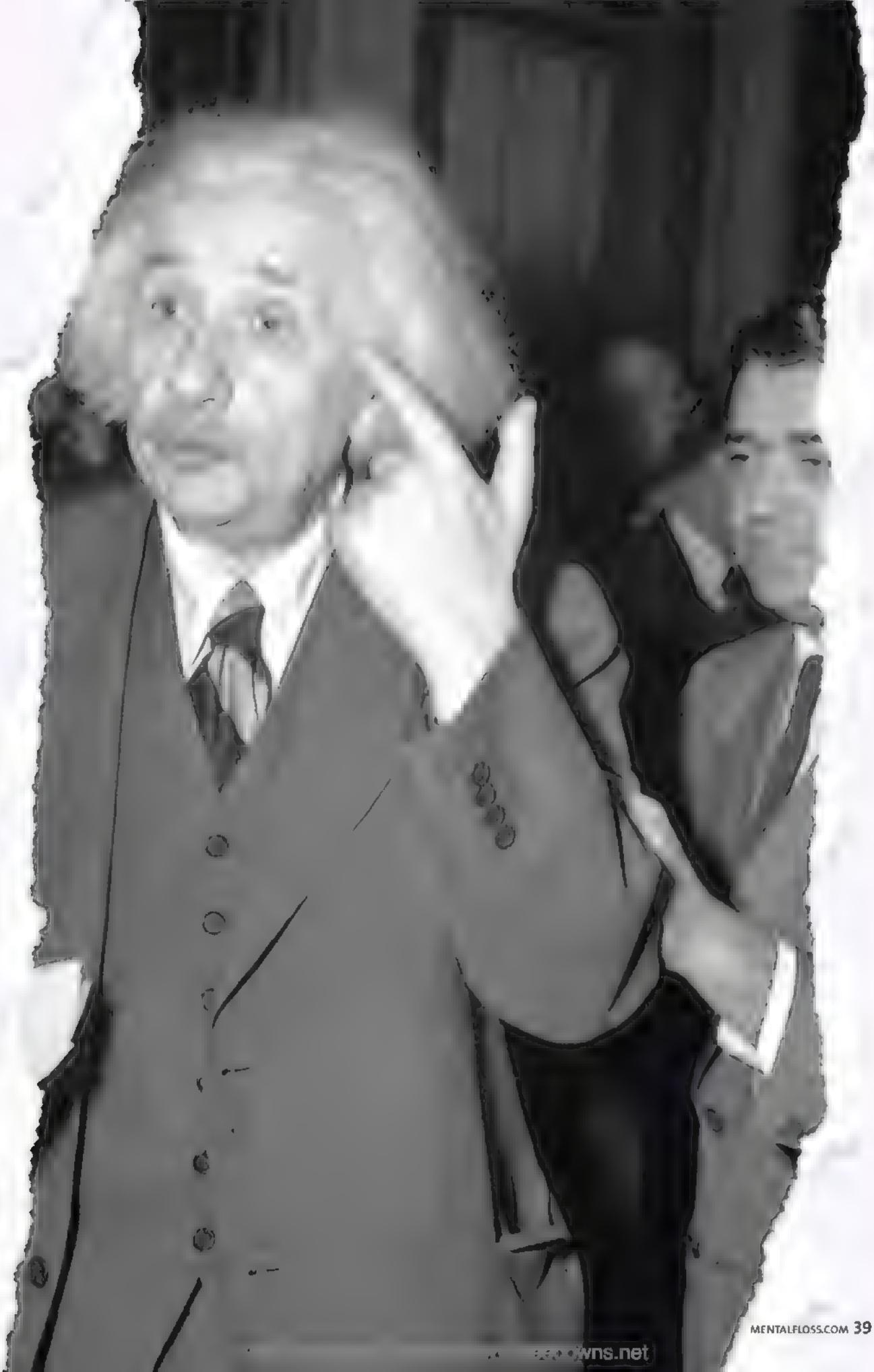
Acts of Genius

11 Acts of Genius Ripped from the Tabloids!

Forget Brad and Angelina. It's time to put the spotlight back where it belongs—on history's biggest nerds! Whether it's sex, drugs, or a propensity for climbing trees in a three-piece suit, mental_floss has all the juiciest gossip about the world's greatest minds.

By Maggie Koerth-Baker and Linda Rodriguez



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Acts of Genius

SCIENTIST, EDITOR DUEL OVER MARIE CURIE'S HONOR!

Gunshots Barely Avoided as Albert Einstein Weighs In

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American Writer Confuses Press with American Jokes

On November 5, 1930, Sinclair Lewis became the first American to win the Nobel Prize in literature. That morning, a Swedish reporter called Lewis to interview him about the news. But the witty author, known for such literary staples as *Babbitt* and *Elmer Gantry*, felt sure it was a prank call. Instead of answering the questions, he responded by launching into his best Swedish Chef accent and taunting the reporter. Lewis continued his "bork, bork, bork, meatballs!" ramblings until the man on the other end of the phone finally hung up.

A few minutes later, Lewis received a second call, this time from an American who verified the news. When the stunned Lewis went to tell his wife, he got a taste of his own medicine. "How nice for you!" she replied sarcastically. "I have the Order of the Garter!"

This wasn't Sinclair Lewis' only adventure in misplaced sarcasm, though. Over the next few days, reporters began asking the 46-year-old author what he was going to do with his $46,350 in prize money (worth $600,000 today). Lewis promised to donate it to "a well-known young American author and his family, to enable him to continue writing." The European press thought this was extremely generous of Lewis and praised him for using his money to support an up-and-coming artist. American news reports, on the other hand, were quick to point out that Lewis was referring to himself.

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Acts of Genius

Eccentric Physicist Climbs Trees in His Suit, Makes Monkey of Nobel Committee

British physicist Paul Dirac was obsessed with the aesthetics of math. He believed that the more beautiful the equation, the more likely it was to be true. And although the idea sounds kooky, for Dirac, it was surprisingly effective.

In 1928, this pursuit of beauty led Dirac to formulate a single equation that meshed quantum theory and special relativity, explaining the behavior of electrons and predicting the existence of antimatter. The Dirac Equation won him the 1933 Nobel Prize in physics, and even today, scientists use it to understand how tiny particles and powerful forces shape the universe.

But Dirac's eccentricities weren't limited to his lab work. For one thing, he wore the same three-piece suit at all times. Although the outfit made sense for formal dinners, he also insisted on wearing it while tree climbing—an activity he enjoyed in his spare time. Even stranger was his habit of suddenly going quiet. Not only did his silences last for long periods of time, but when he finally did speak, his comments were invariably strange. Like the time his wife asked him, "What would you do if I left you?" After a long pause, a confused Dirac replied, "Well, I'd say, 'Goodbye, dear.'"

The stories don't stop there. After reading *War and Peace*, Dirac's only comment was to point out that Tolstoy had accidentally written in a sunrise twice in one day. And after hearing a ghost story, his only question was whether the ghost appeared at midnight Greenwich Mean Time, or whether it had made allowances for Daylight Saving Time.

You get the picture. Even his Nobel award went this way. Dirac almost turned it down because he didn't want to become famous, but then someone pointed out that he'd become even more famous if he rejected it. When he showed up in Sweden to collect the prize, Dirac completely failed to notice the long line of dignitaries who were there at the train station to greet him. Instead, he sat patiently on a bench—for several hours—waiting for his ride, while the welcoming committee worried that he'd missed the train.

Scientist Goes with the Grain, Feeds World in Process

In 1953, Iowa-born agronomist Norman Borlaug figured out how to feed the world, or at least most of it, by growing better wheat. At the time, other scientists were hard at work experimenting with new strains that would yield more food. But their wheat ended up so top-heavy that it often toppled over in the field, breaking the stems and destroying the grain. Noticing that the wheat needed a lower center of gravity, Borlaug crossed the high-yield wheat with a mutant dwarf wheat, creating a plant that was short and stalky enough to support big grains. He also moved to Mexico, where he could breed his new hybrid in the type of soil and climate that proved inhospitable to wheat production. Eventually, he produced a strain of hardy, high-yield wheat that could grow almost anywhere.

"Borlaug's wheat saved the lives of almost 1 billion people."

The results were remarkable. For the first time, heavily populated, dry-climate places like Mexico, Pakistan, and India were able to grow their own wheat in massive quantities. They even produced enough to export it to other countries. The phenomenon was especially stunning because, in the 1950s, several researchers had predicted widespread famine in these regions. Based on some estimates, Borlaug's wheat saved the lives of almost 1 billion people. It also earned him a Nobel Peace Prize in 1970.

By the time of his death in 2009, however, Norman Borlaug had plenty of critics. Growing his hardy wheat required additional resources, including synthetic fertilizers and intensive irrigation. While it saved lives, the wheat also drained local water supplies and created a dependence on oil (a component of synthetic fertilizer). Borlaug acknowledged these problems, and he spent his last years figuring out ways to curb population growth—the only way, he said, to stop the cycle of needing more and more food.

But for critics who claimed his wheat had done more harm than good, Borlaug had little sympathy. "Some of the environmental lobbyists of the Western nations are the salt of the earth, but many of them are elitists," he once said. "They've never experienced the physical sensation of hunger. ... If they lived just one month amid the misery of the developing world, as I have for 50 years, they'd be crying out for tractors and fertilizer and irrigation canals and be outraged that fashionable elitists back home were trying to deny them these things."

EXTRA! EXTRA!

Alfred Nobel's Sad Story

Despite being one of the richest people in Europe, Alfred Nobel was not a happy man. The Swedish industrialist made his fortune by inventing (and later producing) dynamite. But his work made him a recluse. He spent most of his life traveling to oversee his vast multinational business, and he filled the rest of his time with reading and inventing. In fact, Nobel patented more than 300 inventions. While many were related to explosives, others included ideas for aluminum boats and artificial silk.

Nobel never married. Too cerebral for his own good, he considered himself "a worthless instrument of cogitation, alone in the world and with thoughts heavier than anyone can imagine." So, he decided to leave his riches to those who "conferred the greatest benefit on mankind," instead.

But even in this final act, Alfred Nobel managed to spread misery. His will enraged his nieces and nephews, who stood to inherit a fortune. It also angered millions of Swedes, who believed that Nobel was unpatriotic because he made the prizes open to people of all nations. Of course, four years after the philanthropist died, when the first Nobel Prize committee was assembled, the resentment began to evaporate.

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Acts of Genius

DORIS LESSING UNFAZED BY PRIZE PATROL

Celebrated author claims, "I couldn't care less."

In 2007, British writer Doris Lessing, best known for her 1962 feminist masterpiece *The Golden Notebook*, won the Nobel Prize in literature. Thing is, she wasn't exactly gracious about her win. She told the hordes of reporters camped outside her door, "I couldn't care less." Lessing then elaborated on why she was so unmoved: "I'm 88 years old, and they can't give the Nobel to someone who's dead, so I think they were probably thinking they'd probably better give it to me now before I've popped off."

EXTRA! EXTRA!

The Nobel Prize Sperm Bank—Deposits and Withdrawals

The Repository for Germinal Choice, better known as the Nobel Prize Sperm Bank, was founded in 1980 by multimillionaire Robert Graham, inventor of shatterproof eyeglass lenses. His goal was to combine the sperm and eggs of superior men and women—ideally Nobel laureates—to produce superior babies. If all this sounds an awful lot like eugenics, well, it was.

In practice, most Nobel Prize winners were smart enough to steer clear of the bank, but three decided to make a deposit. One of these was William Shockley, who won the award for inventing the transistor and was an unapologetic racist. The other sperm donors were more random, and at least one of them lied about his intelligence. But was The Repository for Germinal Choice a failure? That's hard to say. It brought more than 200 babies into this world, and many had higher-than-average IQs. In the end, however, its biggest legacy was that it changed how sperm banks work by offering detailed profiles of the donors. Now it's commonplace for women to choose the looks, professions, and interests of the men whose sperm they wish to use.

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LSD-USING NOBEL LAUREATE SPEAKS OUT

Cites belief in ghosts, disbelief in AIDS

Kary Mullis won his 1993 Nobel Prize in chemistry for inventing a way to quickly replicate DNA, which paved the way for modern genetic mapping and fingerprinting. But had the Nobel committee been giving out prizes for drug use and showboating, he probably would have won those, too.

A former LSD enthusiast, Mullis has no fear of sounding crazy. In his autobiography on the official Nobel Web site, for example, he includes a series of rambling anecdotes about the week he spent hanging out with the ghost of his dead grandfather. He's also quick to praise his own scientific achievements, even though he hasn't published a peer-reviewed paper since 1986. Arguably, he's the most controversial living Nobel laureate by sheer force of personality.

Mullis' talent for trouble extends to the details of his Prize-winning discovery. The tale goes like this: Back in 1983, Mullis was driving down a stretch of California highway with his girlfriend for a romantic weekend in wine country, when suddenly, he thought up the basics behind Polymerase Chain Reaction, or PCR. In essence, the reaction is a system of heating and cooling DNA that allows you to replicate fragments of genetic code. More importantly, it can be done quickly and repeatedly, turning one strand into thousands. Mullis, who takes sole credit for the invention, claims the company he was working for at the time, Cetus Corporation, cheated him out of millions in royalties, and that major scientific journals refused to publish him because they couldn't comprehend the value of PCR.

Over the years, though, publications such as Salon.com and *The New York Times* have uncovered a more nuanced tale. Mullis came up with the original idea, but relied on other people to develop it and make it work. Mullis also put off the deadline for a paper about PCR for so long that another scientist at his company finally wrote it up instead. By the time Mullis finished his version, the other one had been published. Understandably, the journals rejected Mullis' work for not containing any new information. As for the royalties, it's common practice for a company to own the technologies that its employees invent. In spite of that, sources claim that Cetus would have compensated Mullis handsomely for his work, but that he quit the corporation before it made any money off his technology.

The PCR debate isn't the only thing that makes Mullis a controversial figure. After receiving the Nobel, Mullis used his newfound status to talk publicly about topics far outside his field. Like, say, AIDS. Mullis doesn't believe in AIDS—at least not in the way most of the scientific community understands it. Instead, Mullis claims that AIDS is actually several diseases linked together by big pharmaceutical companies to make money. He also says that no one has ever proven the link between HIV and AIDS. (Mullis must have missed a paper in a 2003 *New England Journal of Medicine* that summarizes more than 25 years of independent peer-reviewed studies showing that AIDS is, in fact, a single disease caused by HIV.)

Mullis has since taken a similar stance against global warming, and he's expressed equally irrational notions about the U.S. space program. He believes that 90 percent of the money devoted to space research should go toward asteroid prevention, and the other 10 percent should be spent looking for aliens. The search for his lost dignity wasn't factored into the budget.

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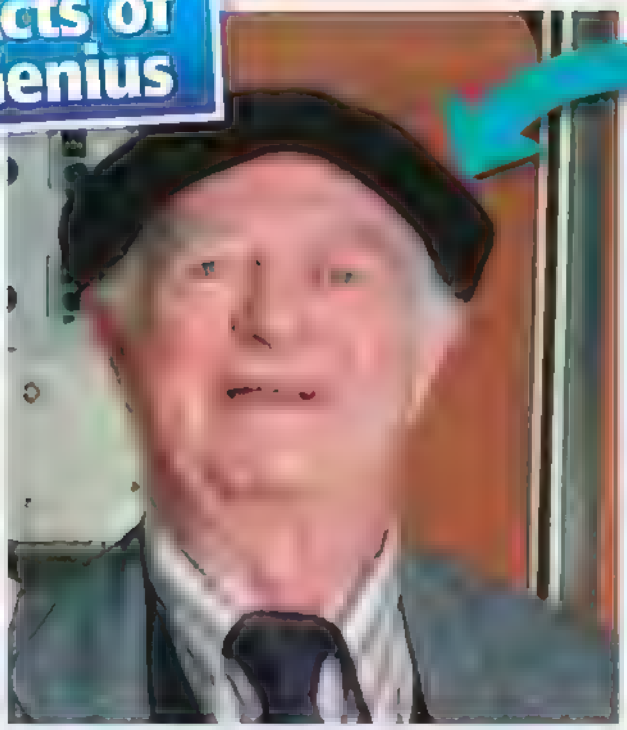
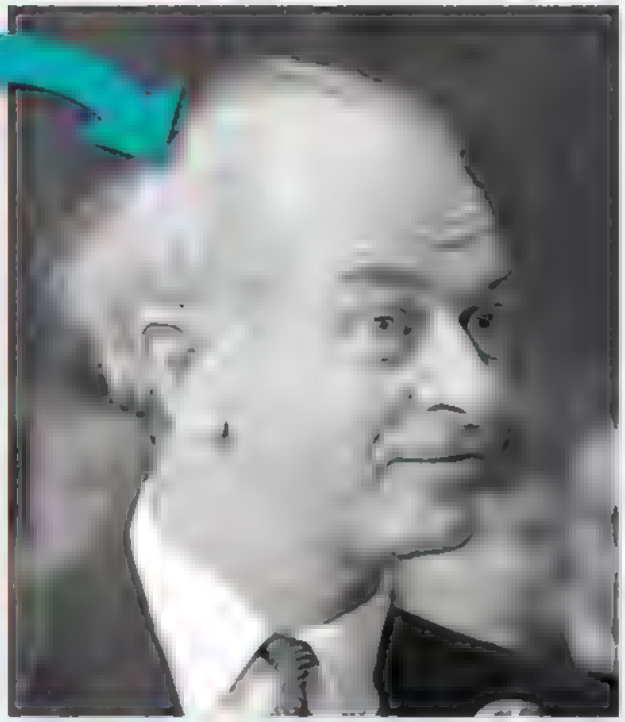
Acts of Genius





FASHION FAUX PAS! Should Linus Pauling Have Ditched the Beret?

Linus Pauling started conducting chemistry experiments at age 13, building a crude laboratory in his parents' basement and stealing chemicals from a nearby abandoned smelting factory. By 1918, 17-year-old Pauling was not only a sophomore at Oregon Agricultural College, he was *teaching* chemistry there. His meteoric rise through the ranks of academia continued until he became a professor at Caltech at age 30.

Graced with an incredible memory—one that a biographer later described as "libraries of information in his head"—Pauling made huge strides in the burgeoning field of molecular biology. In 1948, he created the first detailed picture of a protein molecule, and the following year, he and a group of graduate students proved that sickle cell anemia is caused by a molecular defect in hemoglobin. In 1954, Pauling won the Nobel Prize for chemistry for his research into chemical bonding, the force that holds molecules together. In effect, he provided the theoretical basis for explaining why chemicals react the way they do.

As Linus Pauling became a scientific legend, he also earned a reputation as a social activist. Horrified by the atomic bombs dropped on Japan, he parlayed his academic clout into a campaign against nuclear weapons. Pauling marched, protested, and lobbied to ban nuclear testing, gathering the signatures of 36 Nobel laureates and nearly 10,000 other scientists on a petition he submitted in 1958. And he did all this at the height of Cold War paranoia, incurring the wrath of Senator Joe McCarthy and the House Un-American Activities Committee. (It didn't help matters that Pauling wore a beatnik-style black beret all the time.) Accused of being a member of subversive organizations, Pauling was grilled by the HUAAC and forced to resign from some of his teaching duties at Caltech.

But Pauling's anti-nuclear efforts paid off. He won the 1962 Nobel Peace Prize, making him the only person to win two unshared Nobel Prizes in two separate categories. But it wasn't just the Nobel committee that was paying attention to Pauling. The following year, his work paid off at home when the United States and the Soviet Union signed a peace treaty to freeze their nuclear arms race.

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EXTRA! EXTRA!

How the World Ended up With Two Competing Peace Prizes

Back in 1945, Soviet leader Joseph Stalin and his foreign minister, Vyacheslav Molotov (of cocktail fame), were both nominated for the Nobel Peace Prize. According to Norwegian newspapers, they were high in the running. But just as Communist leaders got their hopes up, the award went to the founder of the United Nations.

In response, the Soviets launched a campaign to bring home the Prize. They lost in 1946 and then again in 1947. The final straw came in 1948, when the two nominees ended up losing to no one. Mahatma Gandhi had just been assassinated, and in his honor, the Nobel Committee declared that no living individual was "worthy of the Prize" that year.

After that, Moscow refused to answer requests for Peace Prize nominations, and in 1950, the Soviets established their own award—The International Stalin Prize for Strengthening Peace Among Peoples. For the next four decades, their prize (later renamed the International Lenin Prize) competed with the Nobels in a Cold War battle of wills. When the West gave Peace Prizes to anti-Communist labor organizer Lech Walesa and human rights activist Andrei Sakharov, Moscow handed out prizes to Cuban president Fidel Castro and political activist Angela Davis. Occasionally, however, the two Peace Prizes did find common ground. Irish human rights campaigner Séan MacBride won both, as did Linus Pauling. But most of the time, both sides used their prizes to prove to their public how corrupt the other side was. In fact, when Mikhail Gorbachev won the Nobel Peace Prize in 1990, Soviet public opinion of the award was so poor that he had to delay his acceptance.

RICHARD FEYNMAN TAKES ON *CHALLENGER*

Gifted physicist points finger on live TV, singles out NASA as weakest link

It's reasonable to think of winning a Nobel as an excuse to retire to a nice, sunny beach, but resist the temptation, important things may lie ahead. Consider Richard Feynman, who won the physics Nobel in 1965 for his work with quantum electrodynamics, which helped explain how certain atoms produce radiation. As with most high-order physics, the subject didn't exactly capture the public's imagination. That's why, today, Feynman is best remembered for the things he did *after* the Nobel—namely, rooting out the cause of the *Challenger* space shuttle disaster.

After the *Challenger* broke apart following liftoff in January 1986, killing all seven astronauts aboard, Feynman was among the scientists and experts appointed to investigate the tragedy. Early on, evidence pointed to problems with the O-rings that sealed the joints inside the rocket boosters. But everywhere Feynman turned to learn more about the O-rings, defying levels of bureaucracy. He was even told it would take years to study the O-rings for flaws.

So, Feynman decided to take matters into his own hands. During a televised hearing, he showed off the strength and flexibility of the O-ring material. Then he dropped it into a glass of ice water. When he pulled out the O-ring, the once flexible material was suddenly brittle and Feynman cracked it with only a small amount of pressure. Given the cold weather that had preceded the launch, Feynman's demonstration was striking, and it made him a household name.

But he wasn't done yet. Furious at [illegible] investigation, [illegible] dug into the policies that led to the disaster. He found that launch crews were encouraged to push safety boundaries further and further each time the shuttle went up and that the administration willfully ignored politically and financially inconvenient warnings about iffy parts and materials—including the O-rings. Yet, ever humble, Feynman took no credit for the discoveries. Instead he deflected it to the NASA contractors and engineers who had led him to the information, allowing him to publicize problems they could only speak about anonymously.

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DNA Pioneer Stunned, Learns Racism Isn't Great for Image

There's no doubt that James Watson and Francis Crick's Nobel-winning discovery of the structure of DNA was one of the most important scientific discoveries of the 20th century. But sometimes, really smart people say really dumb things. James Watson is one of these people.

During a lecture at UC Berkeley in 2000, Watson showed the audience a slide of model Kate Moss and said that thin people may be more ambitious because they're less happy and, literally, more hungry. "Whenever you interview fat people, you feel bad, because you know you're not going to hire them," he added.

During that same talk, he posited a relationship between skin color, exposure to sunlight, and sexual appetite, claiming that black people have higher libidos. "That's why you have Latin lovers," he declared. "You've never heard of an English lover. Only an English patient."

It gets worse. Watson also advocated a parent's right to practice eugenics. In 1997, he told a British newspaper that once science isolates the "homosexual gene," women should be able to abort gay fetuses. He said the same thing about babies with mental disabilities, calling stupidity a "disease."

For the most part, Watson had gotten away with these comments. Between his Nobel stature and his role in the Human Genome Project—the effort to map out the entire gene sequence for humans—he'd been given some slack. But his biggest gaffe was yet to come. In 2007, James Watson told the U.K.'s *Sunday Times* that he felt "inherently gloomy about the prospect of Africa" because he believed that, though unfortunate, black people were simply not as intelligent as white people. "All our social policies are based on the fact that their intelligence is the same as ours whereas all the testing says, 'not really.'" He added that there is a natural desire to see all human beings as equal, but "people who have to deal with black employees find this not true."

"Whenever I interview fat people, you feel bad, because you know you're not going to hire them," said Watson.

The backlash against the 79-year-old scientist was swift. Watson had been on tour promoting his book *Avoid Boring People: Lessons from a Life in Science* when his comments were reported. Immediately, all of his future lectures were cancelled. Then, in the week following the uproar, he willingly retired from his post as chancellor of the Cold Spring Harbor Laboratory on Long Island and apologized "unreservedly" for his comments. Maybe someday they'll isolate the gene for asinine commentary.

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HOLY GRAIL OF WALL STREET TURNS OUT TO BE HALF EMPTY:

Economist Loses $4 Billion, Sparks Worldwide Financial Meltdown

Myron Scholes, co-winner of the 1997 Nobel Prize in economics, has been called "the intellectual father of the credit-default swap." Scholes won the award for what's known as the Black-Scholes method for determining the value of derivatives and stock options. Over the years, his framework became the standard for financial markets and was even referred to as the Holy Grail of Economics.

Recently, however, all of that has changed. Although there was a lot of hype about the theory, the Black-Scholes model was limited in reality and dangerous when used incorrectly. In fact, it's largely what defined the credit-default swaps that were behind the mortgage-backed securities that helped trigger the global economic crisis.

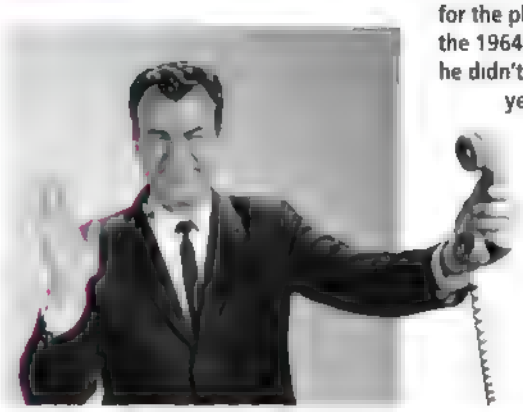
Even as Myron Scholes was being awarded the Nobel Prize, things weren't going too well for him. The hedge fund he'd founded was about to lose an astronomical $4 billion in four months. More recently, Scholes came under fire for his ideas on debt. One writer said that rather than giving out advice on risk management, Scholes "should be in a retirement home doing Sudoku."

But Scholes still believes in his theory. In an interview with *The New York Times* in May 2009, journalist Deborah Solomon asked, "In retrospect, is it fair to say that the idea that banks could manage risk was a total illusion?" Scholes responded, "What you're saying is negative. Life is positive, too. Every side of a coin has another side."

What exactly that other side is, Scholes didn't mention.

EXTRA! EXTRA!

How to Give Back a Nobel Prize



Strange as it sounds, some people don't want the Prize, or even the money that comes with it. Jean-Paul Sartre, the French existentialist writer best known for the play *No Exit*, refused to accept the 1964 Literature Prize, claiming that he didn't want to be categorized. A few years later, Le Duc Tho, negotiator of the Vietnam Peace Accords with Henry Kissinger, declined the 1973 Peace Prize, citing the lack of actual peace in Vietnam.

Other winners refused their awards because their governments forced them to. In 1958, Boris Pasternak won the Literature Prize for *Doctor Zhivago*, a novel set during the Russian Revolution and containing strong anti-Marxist sentiments. The novel was unpublished in the Soviet Union, and the CIA and British intelligence allegedly helped orchestrate Pasternak's win in an effort to humiliate the Soviets. The agencies smuggled copies of the book into the USSR and had them printed in Russian to meet the Nobel committee's requirement that the work be published in the writer's native tongue. After winning, the Kremlin forced Pasternak to decline the award, and he became the focus of intense political persecution. Pasternak's son ultimately accepted the Nobel Prize on the writer's behalf in 1989.

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Acts of Genius

Indian Economist Bets on Poor, WINS BIG!

In 1976, Muhammad Yunus, then head of the Rural Economics program at India's University of Chittagong, launched a research project on lending poor people money. As a rule, banks don't offer loans to people living in extreme poverty because they have no collateral or credit history. As a result, the poor tend to stay poor.

Using just $27 of his own money, Yunus offered loans to a group of Bangledeshi basket weavers and stool makers. They bought their own materials, cutting out the middlemen, and retained most of their profits, which enabled them to pay him back in increments the next year. Yunus realized that loans, even very small ones, can make a huge difference to the poor. Thus, microfinancing was born.

Yunus' program eventually became the Grameen Bank, a cooperative banking model that offers financial education and small loans, averaging around $130, to the poor in developing nations. To become a borrower, clients must form groups of at least five people and, at first, only two of them are allowed to borrow money. If the group sticks to the repayment schedule for six weeks, the other members are allowed to start borrowing, ensuring a kind of community collateral. The system has proven extremely effective, with 99 percent of clients repaying their loans.

But where exactly does the money go? Yunus' borrowers often invest in more cows or more land to expand their farms. Some start small businesses, like one group of Bangladeshi women who lived in a village without telephone service. They used the money to buy cell phones and then charged their neighbors for making calls. Today, hundreds of other agencies in scores of other countries around the world have adopted the model of the Grameen Bank, which now loans more than $2.5 million a day. In 2006, Muhammad Yunus won the Nobel Peace Prize for his belief that credit isn't a luxury—it's a fundamental human right.

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Pinwheel: *(noun)* a toy consisting of a wheel or leaflike curls of paper that revolve at the end of a stick.

Tropical Fish: *(noun)* any of numerous small, usually brightly colored fishes of tropical origin, often kept and bred in home aquariums.

Mensa Member: *(noun)* undefined.

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Popular music in the early 1950s was all about cardigan sweaters and sanitized tunes. But then a pair of upstart songwriters taught teenagers how to let down their hair. Here's how two Jewish kids from the East Coast brought black music to white America.

On July 25, 1956, a 23-year-old songwriter named Mike Stoller was on a boat to New York, returning from a European vacation with his wife. Just off the coast of Nantucket, their ship collided with another vessel and sank into the ocean. The passengers were rescued at sea, but when Stoller and his wife arrived on shore, an even bigger surprise was waiting for them.

Stoller's songwriting partner, Jerry Leiber, was standing on the pier with some life-changing news. The duo's tune "Hound Dog" had just reached No. 1 on the pop chart. "Big Mama Thornton?" asked Stoller. "No," explained Leiber, "some white kid named Elvis Presley."

Elvis was an unknown at the time, and so were the men who'd penned his first big hit. But all of their lives were about to take a turn for the better. Leiber and Stoller would go on to write many more hits for Elvis, as well as classic tunes such as "There Goes My Baby," "Love Potion No. 9," and "Stand By Me." In 1987, they became the first songwriters ever inducted into the Rock 'n' Roll Hall of Fame.

EBONY AND IVORY

JERRY LEIBER AND MIKE STOLLER were born a few months apart in 1933—Leiber in Baltimore, Stoller in Queens. Leiber's musical awakening came at age 13, when he heard bluesman Jimmy Witherspoon's "Ain't Nobody's Business" on the radio. Soon, he was writing his own songs. Stoller found his calling at age 8, after overhearing a black teenager play "boogie woogie piano" at summer camp.

When the pair first met in Los Angeles in 1950, their personalities couldn't have been more different. Stoller was cool and moody; Leiber was animated and brash. But they quickly fell into a creative rhythm. Stoller wrote the music and tickled the ivories while Leiber scribbled lyrics and sang manically. In no time, they'd forged their way into the world of R&B, uncharted territory for white songwriters. For them, it was about capturing an attitude with their sound. Leiber and Stoller drew from their influences, and by 1954, they'd written a string of blues records.

The problem was, they didn't have much to show for it besides the records themselves. Accounting practices in the music business were notoriously shady back then, and many record companies were owned by the mob. Tired of being ripped off, Leiber and Stoller started their own label, called Spark, and began partnering with other major labels. This allowed them to produce and write for artists while retaining their copyrights. It was a lucrative blueprint, and one that's still followed today. In a sense, Leiber and Stoller were pop music's first "producers."

Tapping into Leiber's love of vaudeville, they struck big with comic hits such as "Riot in Cell Block No. 9" and "Smokey Joe's Cafe." Soon, Leiber and Stoller were in clear control of their destiny, rolling from one success to another with top black artists. They produced hits for legends including Jimmy Witherspoon, Floyd Dixon, and Big Mama Thornton. But then a white ex-trucker from Memphis stepped into the picture.

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HOW TO BREED A HOUND DOG

LEIBER AND STOLLER originally wrote "Hound Dog" for R&B singer Big Mama Thornton in 1952. Inspired by her seismic voice, they whipped up a slow, dirty blues number that began "You ain't nothin' but a hound dog, quit snooping 'round my door." The innuendo-laden record sold 500,000 copies. But when Elvis Presley covered it four years later, he brought the song to a whole new market.

When Stoller first heard Elvis' recording, with its revved-up tempo and sneering attitude, he thought it sounded "nervous." Leiber hated that Elvis had changed his lyrics, turning it into a song about an actual dog. (Elvis inserted the line "You ain't never caught a rabbit and you ain't no friend of mine.") More damning than any of that, however, was the fact that the pair thought Elvis was just a white boy trying to imitate black music. Even after the single topped the charts for 11 weeks straight and sold more than 7 million copies, they remained skeptical about Elvis' artistic abilities. Still, the duo agreed to write some new numbers for him.

In 1957, they were hired to score Elvis' third movie, *Jailhouse Rock*. It was on the set that they met the singer in person for the first time, and their attitude towards him quickly changed. Within minutes, they learned two crucial things about Elvis: He shared their love of hipster attire, and he had an encyclopedic knowledge of R&B music. By the end of their first conversation, Stoller and Presley were at the piano, enthusiastically playing four-handed blues numbers together.

The three of them became fast friends and loyal creative partners. With Leiber and Stoller producing, Presley was a hip-shaking dynamo, cutting three or four songs a day. The atmosphere in the studio was loose and fun. In between takes, the trio goofed around and often broke into impromptu versions of their favorite tunes. For lunch, they even shared Elvis' signature meal—fried peanut butter-and-banana sandwiches and Nesbitt's orange soda.

ALL SHOOK UP

ELVIS' CIGAR CHOMPING MANAGER, Colonel Tom Parker, was less enamored with his client's new friends. To him, Leiber and Stoller were loose cannons who encouraged Elvis to make music that was bluesier and blacker. To Parker, that meant one thing: less money. When Leiber and Stoller wrote the ballad "Don't" at Elvis' request, the Colonel gave them hell for not going through the proper channels. And when Leiber suggested that Elvis star in a film version of the novel *A Walk on the Wild Side*, he was warned, "If you two ever try to interfere in the career of Elvis Presley again, you'll never work in Hollywood, New York, or anywhere else."

Leiber and Stoller watched as Elvis' handlers slowly tamed the star's incendiary talent. Elvis wanted to make heart-wrenching music and serious films, but instead, he was forced to sweeten his sound and star in formulaic romantic comedies. Between 1956 and 1969, Elvis acted in 31 movies, nearly all of them forgettable, and all because the Colonel said so.

All of those corny roles and saccharine plotlines pushed Leiber and Stoller

The pair thought Elvis was just a white boy trying to imitate black music. Even after the song topped the charts, they remained skeptical about Elvis' artistic abilities.

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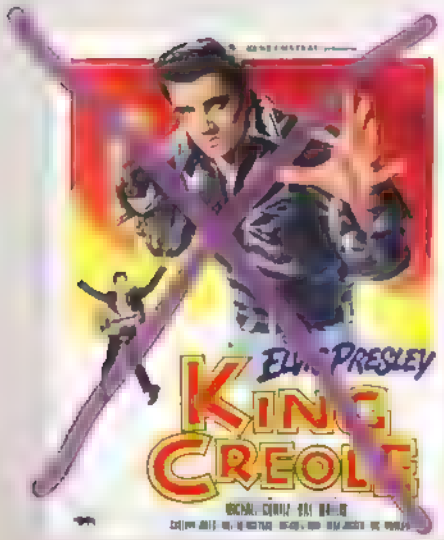
The song was so weird that Atlantic refused to release it, calling it "an awful mess ... like a radio caught between two stations."



over the edge. After scoring 1958's *King Creole*, the songwriters broke it off with the King.

SCHOOL OF ROCK

SPLITTING WITH ELVIS WAS DIFFICULT on Leiber and Stoller, and they realized they needed a change of pace. The pair moved to New York, where they continued to write for their music publishing company and produce for Atlantic Records. The move did them well. They made an instant splash with "Love Potion No. 9" by The Clovers and several hits for The Coasters, including "Charlie Brown" and "Yakety Yak." But it was 1959's "There Goes My Baby" by the vocal group The Drifters that made the biggest waves.

It was a weird hybrid of a record—a collision of gospel and doo-wop set to a Brazilian beat and coated in silvery strings. In fact, it was so weird that Atlantic refused to release it, calling it "an awful mess ... like a radio caught between two stations." But Leiber and Stoller fought for the song, and when Atlantic grudgingly put it out, the record topped the charts and sold almost 1 million copies. Moreover, it expanded the palette of rock 'n' roll, adding an orchestral sophistication that anticipated The Beatles and Motown by five years. It also helped black music break into the mainstream.

The hit was vital for the duo's growth, too. "There Goes My Baby" opened the gate for Leiber and Stoller to pepper their sessions with exotic South American and African percussion, larger string sections, and unusual instruments like the electric sitar.

By the early 1960s, Leiber and Stoller's maverick spirit had made them heroes to a younger generation of songwriters, who flooded their publishing hub inside the Brill Building in Manhattan. Burt Bacharach, who later composed the classics "What the World Needs Now" and "I Say a Little Prayer," begged them to teach him how to make hit records. Carole King, then a teenage songwriter, soaked up every detail of the sessions, taking note of how they fearlessly intermingled genres from jazz to blues to bossa nova. It was a lesson she would draw on a decade later to create her landmark album, *Tapestry*. "For us, they were always that one step ahead," King said. "They were trailblazers."

One of their students, Phil Spector, wasn't so humble. At age 20, Spector wanted to learn from the masters, so the duo signed the ambitious kid to a publishing agreement. They even paid for his airfare to New York and let him sleep on their couch. He shadowed them in the studio like a "not very loveable puppy." Spector soon wheedled his way into a writing session with Leiber, and when their "Spanish Harlem" became a hit, Spector secretly parlayed it into a better deal for himself with another company. The contract he had signed with Leiber and Stoller mysteriously disappeared.

IS THAT ALL THERE IS?

BY THE MID-1960S, The Beatles had changed the rules of pop music, spawning generations of bands who wrote their own material. Suddenly, there was less demand for hired songwriters. In 1969, Leiber and Stoller wrote one last piece, a queasy, carnival-sounding tune called "Is That All There Is?" Swing-era band singer Peggy Lee, who hadn't had a hit in a decade, spoke and cooed her way through the existential lyrics. The song rose to No. 11 on the charts, but the title proved prophetic.

The 1970s and 1980s were lean years for Leiber and Stoller. The duo's style didn't jibe with hard rock and disco, and they failed to get several musical theater projects off the ground. Leiber moved to Italy, got divorced, and had bypass surgery. Stoller resigned himself to writing instrumental pieces.

But in 1995, their back catalog resuscitated their careers. They created a musical revue of their biggest hits called *Smokey Joe's Café: The Songs of Leiber & Stoller*. A huge success on Broadway, the revue ran for five straight years and won a Tony Award for Best Musical. Today, it still thrives in productions around the world. The duo has also continued to develop original musicals, including one about Oscar Wilde. But it's not like they really need another hit. With hundreds of classics, covered by a staggering A to Z of artists including The Beatles, James Brown, Aretha Franklin, and Neil Diamond, Leiber and Stoller have long solidified their place as the poet laureates of rock 'n' roll.

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The Building That Changed Music History

ing out of its walls.

n Brill's 11 floors were 165 music-publishing and

hammered out and demos being cut.

Perhaps the greatest thing about the Brill Building was the true community of music that it fostered. Combined with its annex

In the end, even Frank Sinatra ended up cover- he'd once lamented.

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BY LINDA RODRIGUEZ

GETTING YOUR BEARINGS

WHAT TO PACK: A big coat ... and a beach towel? The northern part of Sweden is about as close as you can get to the North Pole, but the southern areas are pretty temperate. During the summer, high temperatures in the capital city of Stockholm hover around 70°F.

WHERE IS STOCKHOLM, EXACTLY? The capital is spread across 14 islands in the Stockholm archipelago, a collection of 24,000 islands and islets in the Baltic Sea, nestled in the southeast region of the country.

THE PEOPLE: Sweden's 9 million citizens enjoy one of the longest life expectancies in the world, at 81 years. Unsurprisingly, most people live in the warmer, southern part of the country.

THEIR HAIR COLOR: varies! Only about half of native Swedes are blonde.

WHAT SWEDEN HAS GIVEN US: Degrees Celsius, *Pippi Longstocking* by Astrid Lindgren, Absolut vodka (produced in Scania, Sweden), actresses Greta Garbo and Ingrid Bergman, the three-point safety belt (invented by a Swedish engineer at Volvo), ABBA, Ace of Base, dynamite, and, of course, the Nobel Prize.

THE MOOSE: Sweden boasts the highest density of moose in the world, claiming about 300,000 of the massive creatures. In fact, moose cause so many auto accidents that, in 2009, Swedish officials approved a shoot-to-kill campaign to curb the population.

FULL-COURT PRESS: Free wheeling journalists across the globe owe Swedes some serious thanks. In 1766, the forward-thinking country became the first modern nation to pass a Freedom of the Press Act.

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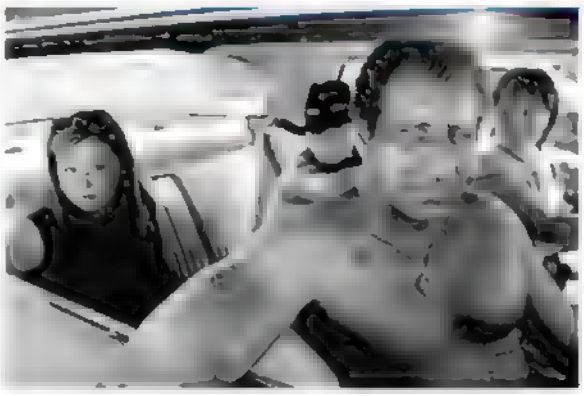
The 50¢ Tour



Go Greased Lightning!

Sweden may be the only country where the Fonz still has a chance of picking up women. That's because *raggare*, a pop culture movement dedicated to 1950s' American nostalgia, has taken the nation by storm. Today, nearly half a million Swedes, young and old, are into sporting leather jackets and retro haircuts while showing off their vintage cars. But this isn't the first time the Swedish countryside has looked like an open casting call for *Grease*. In the actual 1950s, the raggare were bands of rebellious young men who spent their evenings driving big-finned muscle cars from town to town. This first wave of greasers did everything you'd expect. They listened to rock 'n' roll, fought, caroused, and picked up women. But they also helped set economic policy. In the 1960s, the Swedish government decided not to tariff foreign cars. Today, Sweden has the largest concentration of classic American cars outside the United States.

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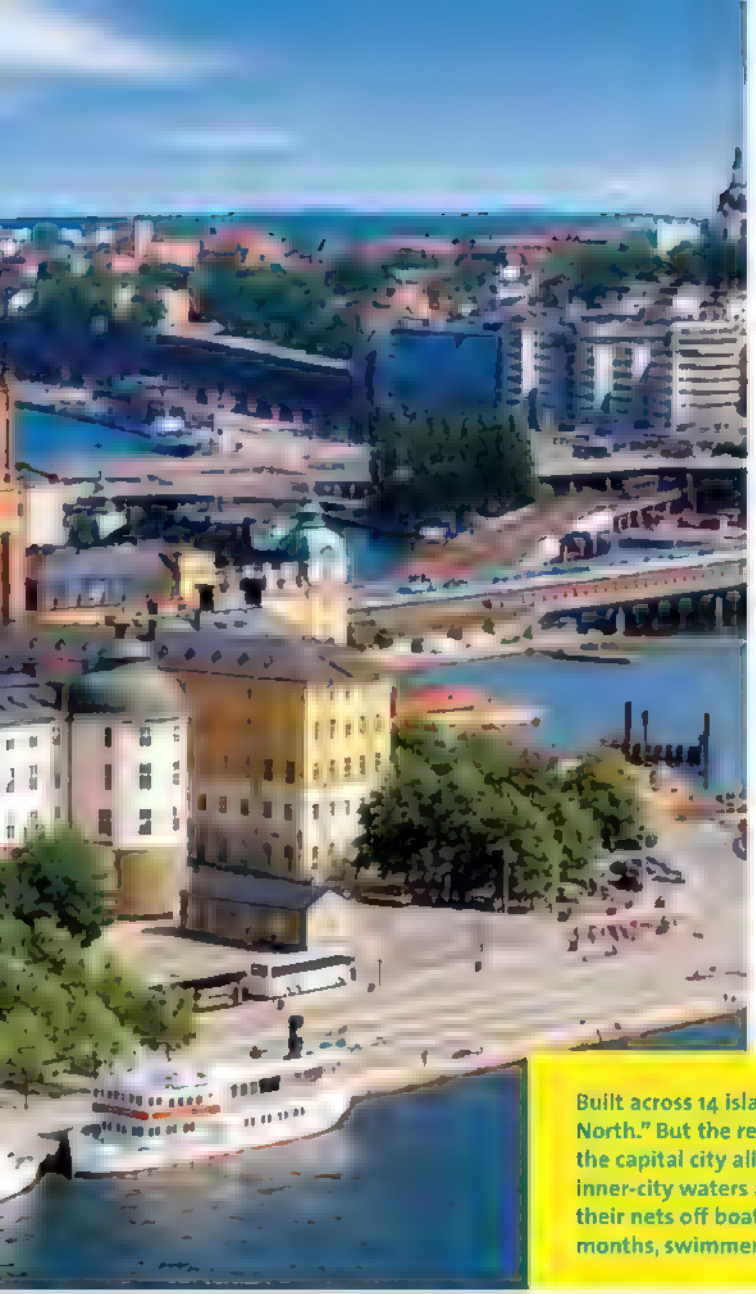

Built across 14 islands, Stockholm is often called the "Venice of the North." But the remarkably clean, pollution-free waters surrounding the capital city allow for some things you'd never see in Italy. The inner-city waters are filled with edible fish, and fishermen still cast their nets off boats just outside the Royal Palace. During the summer months, swimmers even take dips in the city's waterways.

Bleeding Green

A big part of Sweden's national identity is a deep commitment to protecting the environment. Every year, Sweden pours billions of kronor into environmental programs, far exceeding European Union targets for recycling and cutting carbon emissions. For citizens, that means much more than just sorting paper from plastic. In the early 1990s, for instance, officials in Stockholm decided to turn the industrial area of Hammarby Sjöstad into the greenest neighborhood in Sweden. Today, residents of Hammarby use half as much water as other Swedes, and any water they waste goes towards generating power. Their garbage is even collected through vacuum tubes that send trash to treatment plants, where it's recycled or turned into fuel.

Of course, some people believe that the greening strategies go too far. Recently, the city of Stockholm was having trouble with rabbits, which were overwhelming the green spaces and plant life. So, the city hired teams of sharpshooters to pick off the bunnies. But that wasn't all. The government had the bodies frozen and shipped to a heating plant, where they were converted into biofuel. Dead bunnies now heat many Swedish homes—much to the ire of animal-rights activists, who are protesting the practice.

ABBA, The Love-Hate Relationship

The meteoric rise of Swedish pop group ABBA started in 1974, when the quartet won the Eurovision Song Contest on the strength of its song "Waterloo." Of course, their good looks didn't hurt. The group, composed of two strapping Swedish men, Benny Andersson and Bjorn Ulvaeus, and their very pretty wives, Anni-Frid Lyngstad and Agnetha Faltskog, were an instant success. They kept the fame going with infectious disco hits like "Mamma Mia" and "Dancing Queen." During the next several years, the group became the international face of Sweden, selling more than 370 million records worldwide.

Swedes, however, were unimpressed. ABBA was dismissed as vapid commercialism, and the band only started to gain a following after it was already a worldwide sensation. Even today, plans for an ABBA museum in Stockholm have been pushed aside due to a lack of funding ... and interest.

Blonde Ambition

Sweden has long prided itself on its dedication to equality and its humane system of social welfare. But from 1935 to 1975, the Swedish government carried out a massive eugenics program, sterilizing more than 63,000 people—nearly half without their consent. Most of those sterilized were poor, mentally handicapped, or immigrants of non-Nordic descent. This dark period in Swedish history was part of the burgeoning socialist state, a system that placed the health of the whole over the good of the individual. In fact, at the time, many respected researchers and politicians supported the idea of "race betterment," both abroad and in Sweden. Nonetheless, when the story of the forced-sterilization program was exposed in 1997, the Swedish public was shocked. The government has since ordered a full inquiry.

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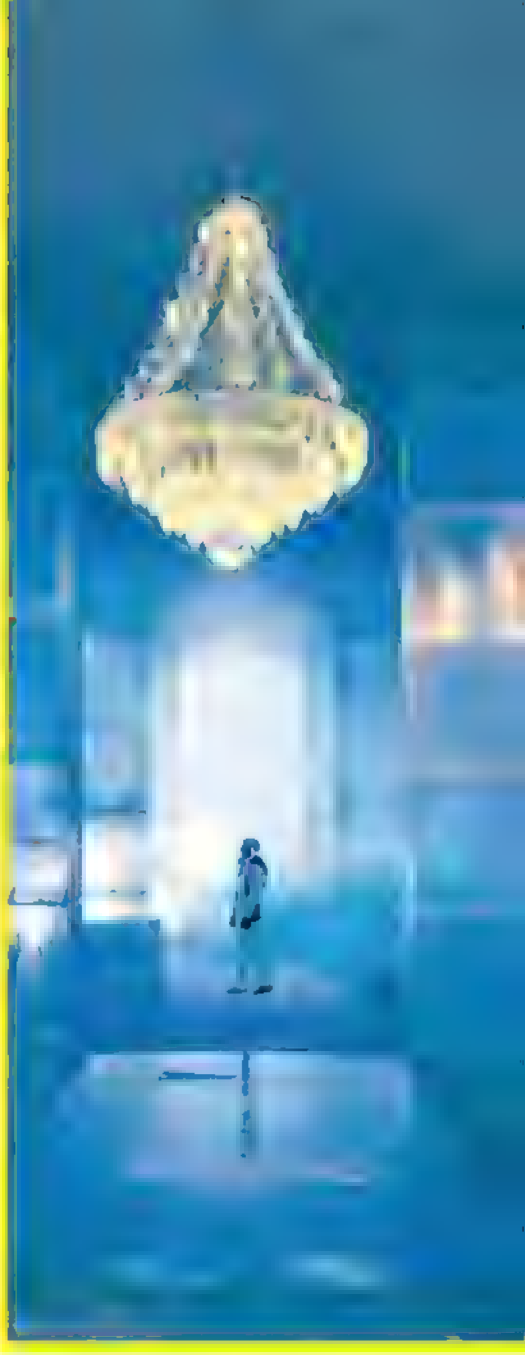


Swedish Fish first washed up on U.S. shores in the late 1950s, an import from Swedish confectionery company Malaco. But just how Swedish are the gummy treats? Turns out, they were developed specifically for U.S. and Canadian markets when Malaco was looking to expand to North America.

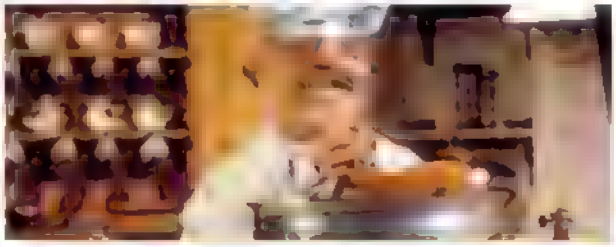
Land of the Midnight Sun

Winter in Sweden passes largely in darkness. The sun emerges for a few hours each day in the southern regions, but not at all in the north. So it shouldn't come as a shock that about 20 percent of Swedes suffer from Seasonal Affective Disorder, which is characterized by bouts of depression that coincide with the long, gray months. What *is* surprising, however, is that the summer months seem to be just as bad for mental health. Swedish researchers have found that incidents of suicide, especially violent suicide, rise precipitously during the never-ending daylight of the summer. Scientists believe that the lack of darkness disrupts the body's circadian rhythm, resulting in poor sleep. Meanwhile, the extra hours of sunlight also affect serotonin levels, which influence mood and impulsivity. The combination can leave people irritable, distraught, and volatile.

But to dispel a persistent myth, Sweden does *not* have the highest suicide rate in the world. That dubious honor belongs to Lithuania. In fact, according to the World Health Organization, Swedish suicide rates rank 29th among all nations, right behind New Zealand.

Safe Haven for Jews ... and Nazis

For the past 200 years, Sweden has followed a strict policy of non-alignment, staying neutral through both World Wars. But the ethics of the country's neutrality during World War II are a bit murky. As Sweden welcomed thousands of Jewish refugees from all across the continent, it simultaneously served as a way station for German troops, allowing Nazis safe passage from Norway to Finland (both of which fell to Hitler). Sweden also profited from the war by exporting large amounts of iron ore and steel to Germany, which the Nazis used to make weapons. That may be why Winston Churchill famously referred to Sweden as that "small, coward country."



One Swedish fish dish that isn't likely to leave Sweden's shores is surstromming—fermented herring that's essentially been left to rot in big barrels for several months. The traditional delicacy, which is packed in tins like sardines, has been banned from several major airlines, both for its incredibly strong smell and for the potential that the tins might explode in pressurized conditions.

Will the Real Swedish Chef Please Stand Up?

In 2001, an actual chef in Sweden claimed to be the inspiration for Jim Henson's Swedish Chef, the mustachioed Muppet known for his nonsensical mutterings and sloppy kitchen skills. As the story goes, Swedish chef Lars "Kuprik" Backman came to America in the late 1960s to make his fortune. He landed a spot on the morning show *Tempo*. But when the young man got in front of the camera, the only thing that came out of his mouth was gibberish. Jim Henson allegedly saw it, and the idea for the Swedish Chef was born.

Unfortunately, the story's not true. After it started gaining steam on the Internet, Jerry Juhl, the Muppets longtime head writer, debunked the tale. He wrote most of the Chef's gibberish, basing it on the Danish he heard growing up. Sadly, no one in Sweden actually sounds like the Swedish Chef!

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The 30,000-sq.-ft. IceHotel in northern Sweden is rebuilt every year from scratch using 30,000 tons of snow and 10,000 tons of ice from the nearby Torne River. The hotel includes about 80 guest rooms, each with tiny sleeping platforms and specially designed sleeping bags. Or, you can upgrade to one of the Art Suites, which are hand-carved by a team of designers from around the world, including sculptors, architects, and even comic book artists

TRAVELER'S NOTEBOOK

BY LINDA RODRIGUEZ

THE FIRST THING MOST PEOPLE NOTICE about Sweden—what you can't help noticing—is how clean it is. Even in Stockholm, the country's most populous city, the air smells fresh, it's quiet, and litter is virtually nonexistent. During the summer, when the sky stays light for unfathomable stretches of time, the country is glorious, golden, practically Elysian. In the winter, when the sun sets for what seems like forever, it's got the folksy charm of a Christmas card. You don't encroach upon nature here, nature encroaches upon you.

The country feels wholesome, like you're doing something good for yourself when you visit. And it's not just the fresh air; it's the strong current of social progress and egalitarianism Sweden has spent the better part of the 20th century ensuring that women have rights, everyone has access to healthcare and education, and immigrants are welcome. Although there is a deep vein of homogeneity, the face of Sweden is by no means uniform.

"What I love about Sweden is that you can be whoever you want, whatever you want, as long as you're not disturbing or hurting anybody," claimed the Greek bartender waiting on me at a Stockholm pub one night. He explained that he'd moved to Sweden from Greece 10 years ago, with an earring in one ear and a Swedish girlfriend on his arm. Back in Greece, he said, people made fun of him for both. But in Sweden, his girlfriend's parents welcomed him with open arms, and people thought the earring was cool.

Recently, however, Greeks—and a host of other nationalities—have started feeling less at ease in Sweden. One of the biggest debates in the country right now is over its open-door immigration policy, which allows in more refugees than any other country in the European Union. Because of the nation's extensive social welfare system, some Swedes worry that immigrants are a drain on the economy. Others are simply xenophobic.

Swedish political parties have long taken advantage of these fears. Sverigedemokraterna, an ultra-conservative nationalist party, states its goal as a "high degree of ethnic and cultural uniformity." The notion smacks of racism, and for years, the party was considered too fringe to be taken seriously. But this October, the party boasted record numbers in the polls, laying claim to 6 percent of the electorate. Now, it has enough registered members to be eligible for seats in Parliament.

The same night I met the Greek barman, I encountered a man who claimed to be "Swedish nobility." He announced that, by all rights, he shouldn't even be talking to his drinking buddy, who was Jewish. But that wasn't the only red flag I noticed. The Swedish owner of the flat I was renting made several racist jokes about Italians in the short time it took to hand over the keys. When I looked on Sweden's tourism Web site, a person identifying himself as "Leif" had written, "We Swedes only like the tourists that come here because they spend a lot of money on shopping and sightseeing, etc. But we don't like it if they plan to stay longer than for vacation, because foreigners are ruining Sweden altogether!! NO MORE FOREIGN cultures or peoples please!!!"

The country feels wholesome, like you're doing something good for yourself when you visit.

There's so much to love about Sweden. It's clean, peaceful, dedicated to human rights, and committed to protecting the environment. But I can't help but worry that the immigration debate, and the emergence of people like Leif, are starting to cast long shadows over this country's wholesome glow.

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The Pros and Cons of Swedish Socialism

BY LINDA RODRIGUEZ

At first glance, it seems like the United States and Sweden are polar opposites—one capitalist, the other socialist. But just how different are we?

IN 2009, THE UNITED STATES WAS GRIPPED BY FEAR—fear that opening the door to a government-run healthcare system might turn us into Sweden

But what does that mean, exactly?

Swedes argue that their governing system, which marries free enterprise and a government-run welfare state, is a "third way." They say it's been pretty successful, building a strong nation with a resilient economy that provides its citizens with a comfortable lifestyle. In a sense, Sweden is like an expensive, all-inclusive resort. For more than 40 years, its taxes have been some of the highest in the world. Currently, the government takes about half of an average citizen's paycheck. But you get what you pay for, and in Sweden, that's quite a lot. Swedes enjoy access to a multitude of benefits, including free education (even at graduate-school levels), school lunches for children, a healthcare system that regularly ranks among the best in the world, and heavily subsidized childcare. Parents are given 480 days of paid leave at the birth of each child, to split between them as they see fit

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There's more. Pensions in Sweden are higher than in most other European countries, and they're "progressive," meaning that the more you make before retirement, the more you'll receive later. Unemployment benefits are also extensive. Jobless citizens are eligible for free training programs in a number of different fields. And there's no shortage of available information and technology. In November 2009, the Swedish government announced it was working on getting fast, broadband Internet access to at least 90 percent of the population.

Not surprisingly, the quality of life in Sweden consistently gets high marks. The World Economic Forum announced that it's the best country to live in for women, and Save the Children says it's the best country in which to be a mother. Quality practices at home may also translate to more charitable practices abroad. According to the Center for Global Development, Sweden has the best foreign-aid policy of all the world's richest countries.

And make no mistake; Sweden is definitely wealthy. Ever since the Social Democratic Party came to power in 1932, the government has promoted social welfare through access to things such as free education and healthcare, while still allowing for capitalism. Blessed with strong mining and forestry industries, Sweden's export-dependent economy weathered the Great Depression and remained strong during World War II (largely because Sweden remained neutral). After peace returned to the continent, Swedish industries helped to rebuild Europe and then continued to grow for most of the 20th century. According to the World Bank, Sweden has the ninth highest per-capita income in the world.

The Swedish government takes about half of an average citizen's paycheck. But you get what you pay for. Parents are given 480 days of paid leave at the birth of each child, to split between them as they see fit.

On the Other Hand ...

The nation is not without its downsides. For starters, the Swedish system fosters certain restrictions on personal freedoms that most Americans take for granted. Consider "The Naming Law," passed in 1982, which dictates how many names one person can have (first, middle, and last only—no hyphens allowed) and prevents parents from naming their children anything that could be considered offensive. The law requires that all names be registered with the Swedish Tax Agency, which has the right to determine whether the name is up to snuff. In recent years, rejected names included Metallica, Superman, and the letter Q.

Other new laws have been rubbing citizens the wrong way. In 2001, for example, the Swedish government passed a law to regulate the circumcision of boys, requiring that the procedure be performed under anesthetic and in the presence of a nurse or doctor. Swedish Jews and Muslims were not pleased and saw the move as impinging upon their religious rights.

Critics also claim that Sweden's welfare system is overburdened with too many hangers-on. Right now, more people than ever are on welfare. In 1970, only 11 percent of the adult Swedish population was subsisting on government handouts; by 2006, that figure had more than doubled. And the strain of that expense is beginning to show. In 2008, Swedish newspapers reported that mentally ill children were being housed with violent, mentally ill adults due to lack of funding. Another major problem is work absenteeism. There is a growing concern that Swedes are faking illnesses to reap the benefits of the extensive medical-leave program.

Some economists believe that Sweden's brand of socialism is fundamentally flawed. While it works well in the short term, it can lead to disenfranchised consumers in the long run. The more taxes the government takes, the less people are willing to spend in a consumer market, which leaves the government to prop up those flagging industries, creating a vicious cycle in the economy.

But How Different Is America, Really?

Even as Americans have come to fear the concept of socialism, we continue to move closer towards it—regardless of who's in the Oval Office. During the past 50 years, the role of government in the United States has gotten bigger and bigger. There was FDR's creation of Social Security, Lyndon Johnson's introduction of Medicare, Nixon's founding of the Environmental Protection Agency and expansion of the Public Broadcasting System, Clinton's Family and Medical Leave Act, George W. Bush's No Child Left Behind, and now, major bailouts for the banking and auto industries.

The truth is, we've been edging toward Sweden for decades. And Sweden has been turning into us. During the 1990s, when the Swedish economy was stumbling, the government there realized that it was time to make some changes and encourage entrepreneurship. State-dominated industries in Sweden such as technology and telecommunications were privatized, creating new jobs and new businesses, and the government even cut back on some taxes. As it turns out, the third way and the American way may be headed in the same direction.

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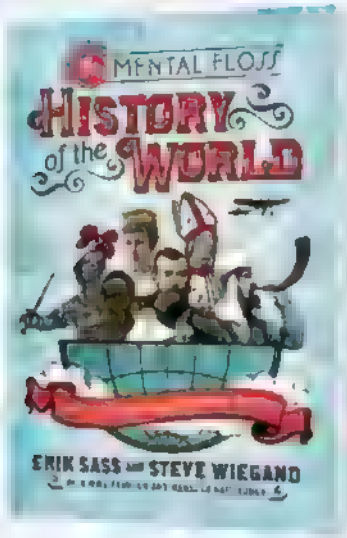

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# of Ken Jennings

THE CHALLENGE:

Martin Luther and Lex Luthor

Why is it that Protestant clergy can marry, but Catholic priests can't? Because **Martin Luther** fell in love. It all started in 1523, when the Protestant reformer helped 12 unhappy nuns escape from a convent by smuggling them out in pickled-herring barrels. In the process, Luther became smitten with one of the defrocked sisters. But having been branded a heretic at the **Diet of Worms**, he was reluctant to make a move. Love eventually won out, though. Just two years later, Luther decreed that he and all other Protestant clergymen had the right to wed.

The **diet of worms**—earthworms, that is—is made up of whatever organic material they can scavenge, which is mostly animal manure and fallen leaves. Lucky for us, when worms digest their dinners, they convert the food into a rich fertilizer called humus. In fact, the earthworm's contribution to agriculture has been noted for centuries. In 50 BCE, **Cleopatra** honored the little creatures by declaring them sacred and making it a crime to remove a single one from Egypt.

In 45 BCE, Julius Caesar noticed that something was wrong with the Roman calendar—namely, that the months no longer corresponded with the seasons. But when he realized the Egyptian calendar had no such trouble, he turned to his lover **Cleopatra** for help. Cleo introduced him to her court astronomer, Sosigenes, who suggested a 12-month year of 365 days with a **"leap day"** added every four years Somehow, Caesar got all the glory for the solution, and the month of Quintilis was renamed July in his honor

According to ancient Irish tradition, **Leap Day** was the only day that ladies were allowed to turn the tables and **propose marriage** to men. And what did they have to lose? If a woman was turned down, she was owed a kiss and either a silk dress or a pair of gloves. The tradition supposedly dates back to 5th-century Ireland, when St. Bridget incessantly begged St Patrick to institute the custom When he gave in, Bridget immediately proposed to him. Pat turned her down, but at least she got a gown out of it.

German philosopher Friedrich Nietzsche **proposed marriage** to two women during his life, but he could have used a few pointers on technique. In both cases, he had the woman's boyfriend deliver the proposal for him! To no one's surprise, they both said no. But for a guy so lousy with the ladies, it's kind of ironic that today, Nietzsche is famous for his concept of the Ubermensch—the powerful, confident **"superman"** who's willing to risk everything for the good of humanity.

Most **Superman** fans wouldn't recognize the original **Lex Luthor.** When the hero's archenemy first appeared in *Action Comics #23* in 1940, he sported a full head of lustrous red hair. In fact, Luthor's trademark bald look was the result of a simple goof by artist Leo Novak. When converting the comic to a newspaper strip, he evidently mistook one of Luthor's bald henchmen for the man himself. Later stories resolved the hair contradiction by revealing that Luthor had lost all his hair in a lab accident, for which he always blamed Superman.

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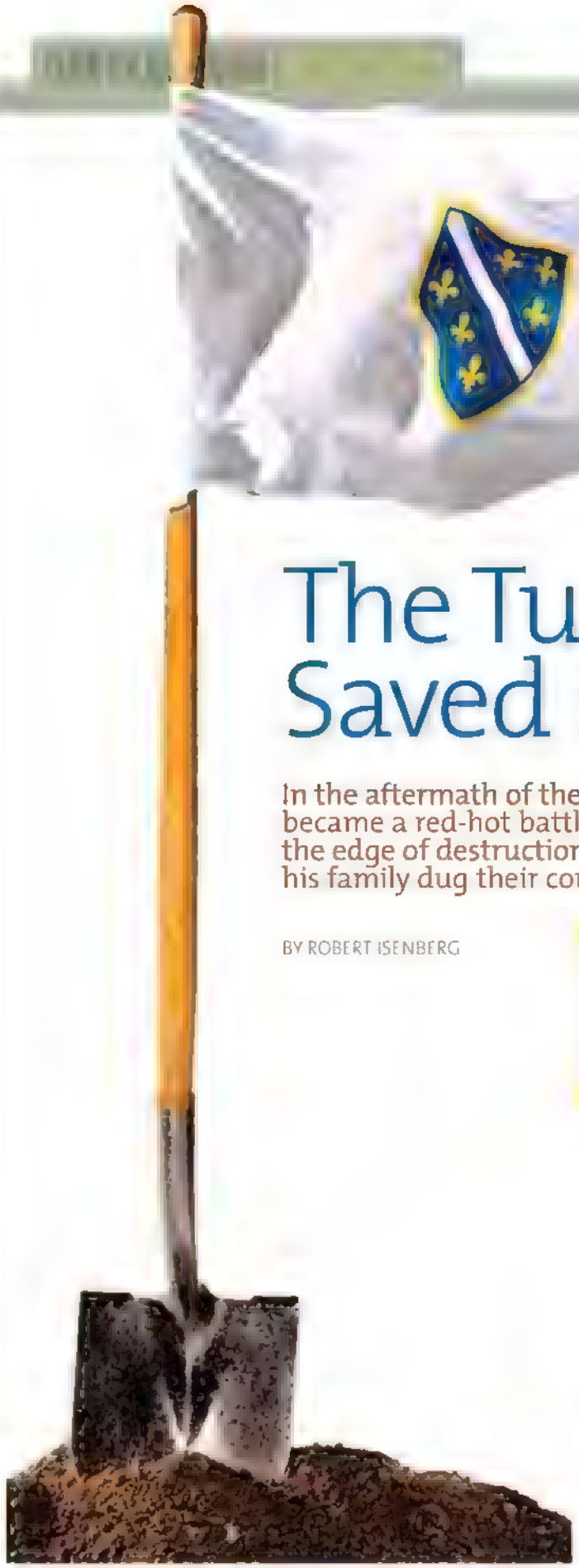

The Tunnel That Saved Bosnia

In the aftermath of the Cold War, Bosnia became a red-hot battleground teetering on the edge of destruction—until one man and his family dug their countrymen to freedom.

BY ROBERT ISENBERG

IN 1990, COMMUNISM WAS FALLING APART. The Soviet Union was on the brink of collapse, Eastern European nations were peeking out from behind the Iron Curtain, and people were literally dancing on the remains of the Berlin Wall. But the end of the Cold War wasn't all blue jeans and Bruce Springsteen. In some parts of the world, Communism was preserving order in extremely volatile areas. This was especially true in Yugoslavia, a federation of Slavic peoples—including Serbians, Bosnians, Croats, Albanians, and Macedonians—created after World War II.

When the Communist government in Yugoslavia fell in 1990, war broke out along ethnic lines. Primarily, that meant the Serbs fighting the Bosnians, Croats, and Albanians. The war crimes perpetrated by the Serbs against the Bosnians were so brutal that the United Nations declared them genocide in 1992.

At the center of all this madness was the picturesque Bosnian city of Sarajevo. Filled with gorgeous alpine mountains and graceful valleys, Sarajevo had wowed the world in 1984 when it hosted the Winter Olympics. For decades, it had served as an important example of Bosnians living together peacefully with Serbs and Croats. But all of that ended on April 5, 1992. Serbian tanks rolled across Bosnia and opened fire on Sarajevo. Then the Croatian army, which also wanted control of the city, did the same. Suddenly, Sarajevo's citizens were being attacked from all sides. It was the beginning of a disastrous four-year siege.

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A member of the Kolar family stands at the entrance to the Tunnel

TUNNEL VISION

As bombs rained down on Sarajevo, Serb snipers hid in the hills while Serb tanks blocked every road leading out of the city. The people of Sarajevo were trapped and starving, living in their basements and rationing their last cans of food. The city would have fallen if not for one man—Bajro Kolar.

Kolar was a typical middle-class family man living in Butmir, a tiny community in the Sarajevo suburb of Ilidža. His house had the strategic advantages of being beyond Serb lines, as well as being close to the Sarajevo airport, which made it perfect for hoarding fresh supplies. When the Bosnian army approached him with the idea of building a tunnel from his cellar into a garage in Sarajevo, Kolar didn't hesitate to say yes.

On March 27, 1992, Kolar, his wife, his son, and about 200 soldiers began burrowing through nearly 2,500 feet of soil—digging every inch by hand. The tunnel was less than 5 feet high, so miners had to crouch low with their picks and shovels. They reinforced the walls with wood and steel beams, like an old-fashioned coal mine, and even laid a railway track on the floor. Working in eight-hour shifts, the diggers completed the tunnel on July 30, 1993. It took them just four months.

SAVING A CITY

The Sarajevo Tunnel was the Trojan Horse of the Bosnian War. Historians estimate that more than 1 million trips were taken through the shaft, allowing the import of about 20 million tons of food. Machine guns and crates of ammunition also flowed through the Tunnel, helping the Bosnian army defend itself against the well-armed Serbs.

There was nothing romantic about the Tunnel, though. Dark, dirty, and cold, the passage was so narrow and crowded that a one-way trip could take as long as two hours. And the constant explosions outside vibrated through the walls and threatened the support beams. It was miraculous that no part of the passage ever collapsed.

By the end of the siege, thousands of people had successfully passed through the tunnel, including Alija Izetbegović, then-president of Bosnia. For the sake of his country, Izetbegović needed to make appearances on both sides of the Serb lines, and the Tunnel was the only dependable route. But it wasn't easy. At one point, Izetbegović was wheelchair-bound, and he had to roll through the corridor on its primitive railway tracks. According to popular lore, Kolar pushed the wheelchair himself.

The passage was so narrow that a one-way trip could take as long as two hours, and the constant explosions outside vibrated through the walls.

When the war ended, the Tunnel's story became international news, and the Kolars were showered with honors. Today, the house serves as a museum, and although it isn't well marked, it's easy to find. The locals eagerly give directions, and taxis and tour buses make regular visits. While the Western press has given the landmark many names—the Tunnel of Life, the Tunnel of Hope—in Bosnia, all you have to say is Tunnel (pronounced TOO-nell), and everyone knows what you're talking about.

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[QUIZ]

OFFICIAL USE ONLY

KARA KOVALCHE
& SANDY WOOD

USE #2 PENCIL ONLY

FEEL SMART AGAIN

CORRECT

INCORRECT

ARE YOU KIDDING ME?

1) What shape appears in the center square on a SCRABBLE board?

[A] cross
[B] diamond
[C] circle
[D] star

2) Which of these animals is *not* represented on the Chinese calendar?

[A] horse
[B] lion
[C] dog
[D] rat

3) Which U.S. city is the top tourist destination for overseas visitors?

[A] New York
[B] Las Vegas
[C] Orlando
[D] Washington

4) The namesake and creator of Dom Perignon champagne was

[A] a sailor
[B] a pharmacist
[C] an actor
[D] a monk

5) What element is known by the atomic symbol P?

[A] platinum
[B] potassium
[C] plutonium
[D] phosphorous

6) The *concertina* most closely resembles which of these musical instruments?

[A] accordion
[B] clarinet
[C] xylophone
[D] banjo

7 What's the real first name of *A Prairie Home Companion* creator Garrison Keillor?

[A] George
[B] Gregory
[C] Gary
[D] Eugene

8) Which of the eight planets in our solar system has the most eccentric (least circular) orbit?

[A] Mercury
[B] Neptune
[C] Saturn
[D] Mars

9) What were the most recent same-state teams to face off in the NCAA men's basketball championship?

[A] Oklahoma & Oklahoma State
[B] Cincinnati & Ohio State
[C] Duke & North Carolina
[D] Michigan & Michigan State

10) Which of these tallest-on-its-continent mountains is also a volcano?

[A] Mt. Everest
[B] Mont Blanc
[C] Mt. McKinley
[D] Mt. Kilimanjaro

11) In what year did the recently defunct Saturn nameplate open as a division of General Motors?

[A] 1980
[B] 1985
[C] 1990
[D] 1995

12) The Memorial Day holiday was formerly known as

[A] Armistice Day
[B] Decoration Day
[C] Remembrance Day
[D] Armed Forces Day

13) Which of these comedians fought as an amateur boxer under the name Packy East?

[A] Bob Hope
[B] Rodney Dangerfield
[C] George Burns
[D] W.C. Fields

15) Which of these landlocked nations is also bordered only by landlocked nations?

[A] Andorra
[B] Belgium
[C] Liechtenstein
[D] Uruguay

16) What British writer introduced the world to the character Gunga Din?

[A] Alfred, Lord Tennyson
[B] Rudyard Kipling
[C] Jonathan Swift
[D] Robert Louis Stevenson

17) Which of these 20th-century American presidents did not win a Nobel Peace Prize?

[A] Franklin D. Roosevelt
[B] Jimmy Carter
[C] Woodrow Wilson
[D] Theodore Roosevelt

18) What Christmas gift does Alvin beg for in "The Chipmunk Song?"

[A] frisbee
[B] hula hoop
[C] toy train
[D] yo-yo

14 Which U.S. coin has not experienced a design change since 1946?

[A] the penny
[B] the nickel
[C] the dime
[D] the quarter

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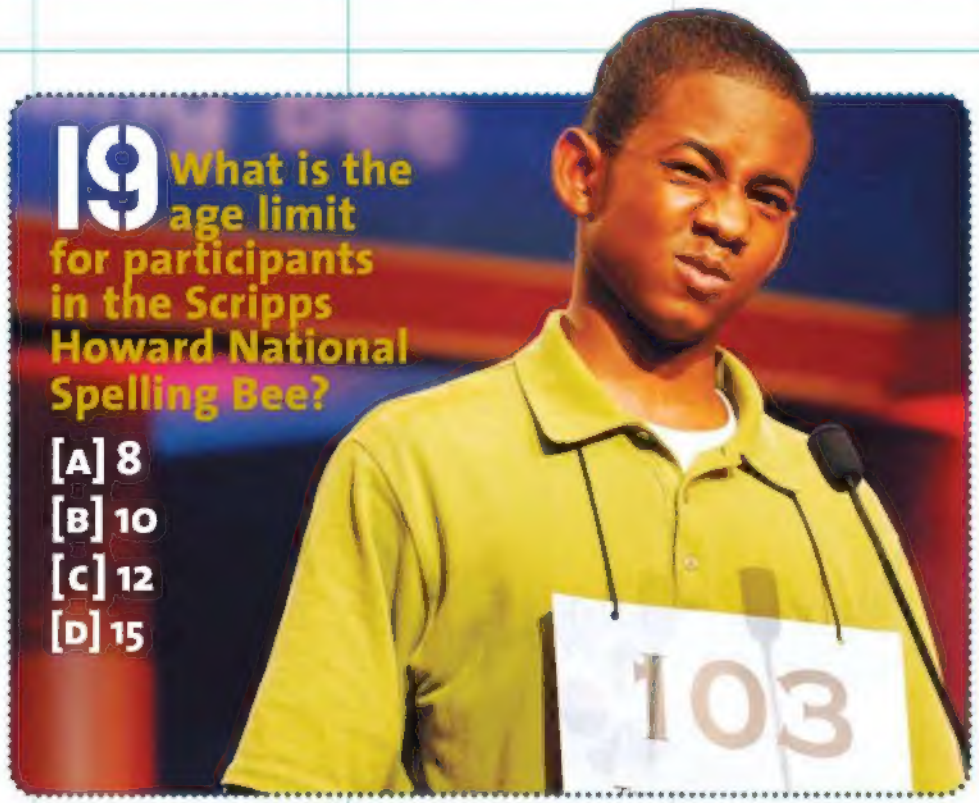
Can't Get Enough Trivia?

CHECK OUT THE DAILY "5 QUESTIONS" QUIZ @ MENTALFLOSS.COM



20) What sports-related cable TV network went under in 2002 after only five years on the air?

[A] The Sporting News TV
[B] CNN/SI
[C] Baseball America
[D] The Olympic Channel

21) Computer memory has been measured in kilobytes, megabytes, gigabytes, and terabytes. What's the next step up?

[A] exabytes
[B] hectobytes
[C] petabytes
[D] endobytes

22) Which *Sesame Street* muppet has a fondness for pigeons?

[A] Grover
[B] Ernie
[C] Bert
[D] Oscar

23) What was the top-grossing non-sequel U.S. feature film of 2009?

[A] *The Hangover*
[B] *Monsters vs. Aliens*
[C] *The Proposal*
[D] *Up*

24) In American English, a "saloon" is a bar, but in British English, it can also mean:

[A] a sedan car
[B] a hospital room
[C] a public bathroom
[D] a pedestrian crossing

25) A person suffering from *belonephobia* would be most afraid of what?

[A] needle
[B] elephant
[C] rock concert
[D] nighttime

END OF SECTION

When you have completed this section, put down your pencil and check your answers to see how you did.

DO NOT MARK IN THIS AREA

ANSWERS

1) d *2)* b *3)* a (By nearly 3-to-1 over the next most-visited city, Los Angeles.) *4)* d *5)* d *6)* a *7)* c (His real name is Gary Edward Keillor.) *8)* a *9)* b (Way back in 1962, the Bearcats defeated the Buckeyes 71-59.) *10)* d *11)* c *12)* b *13)* a *14)* c *15)* c *16)* b *17)* a *18)* b *19)* d *20)* b (Poor ratings against rival ESPNews led to its demise.) *21)* c (A petabyte is equal to 1,024 terabytes.) *22)* c *23)* d *24)* a *25)* a (Belonephobia is a fear of sharp objects.)

SCORING

0-10	PRETTY GOOD
11-15	THE BEST
16-20	THE WORST
21-25	ALSO PRETTY GOOD

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The Back Page
Lightning Round Lists

BY STACY CONRADT

4 WRITERS WITH STRANGE SOURCES OF INSPIRATION

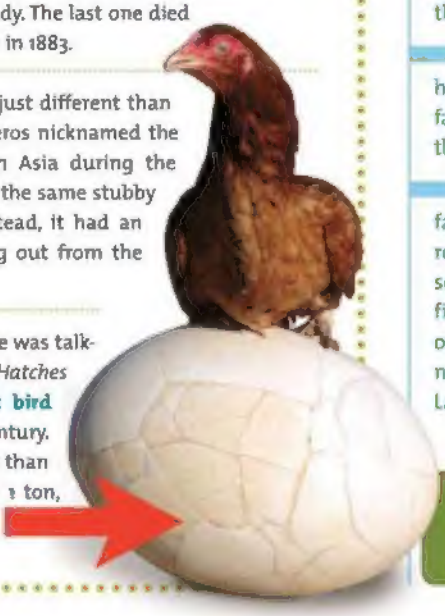
1. German poet Friedrich Schiller always kept a bowl of rotting apples on his desk. The smell helped him write.
2. British writer Dame Edith Sitwell found that lying in an open coffin was the perfect way to inspire her poetry.
3. T.S. Eliot preferred writing with a head cold.
4. Honoré de Balzac reportedly drank 50 cups of coffee a day to fuel his creativity. "Coffee is a great power in my life," he said. "I have observed its effects on an epic scale." In 1850, Balzac died of a digestive condition, aggravated by caffeine poisoning.

Animals You Never Knew Existed

The **Quagga** was a subspecies of the zebra, with stripes only across the front half of its body. The last one died in captivity at the Amsterdam Zoo in 1883.

Unicorns aren't fictional! They're just different than how we imagine them. A rhinoceros nicknamed the **Giant Unicorn** lived in southern Asia during the Pleistocene Era. But it didn't have the same stubby nose-tusk as modern rhinos. Instead, it had an impressive 6-ft.-long horn jutting out from the center of its forehead.

Dr. Seuss apparently knew what he was talking about when he wrote *Horton Hatches the Egg*. Turns out, an **elephant bird** actually existed until the 16th century. The *Aepyornis maximus* was taller than a basketball goal, weighed up to 1 ton, and laid eggs as long as 13 inches.



3 CELEBS WITH SMART RELATIONS

Olivia Newton-John's grandfather was Max Born, one of the 1954 Nobel Prize winners for physics and the man who coined the phrase "quantum mechanics."

English actress **Helena Bonham Carter** has politics in her blood. Her great-grandfather, H.H. Asquith, was prime minister of the United Kingdom from 1908 to 1916.

Uma Thurman's father, Robert, is a renowned Buddhist scholar. He was the first Westerner to be ordained a Tibetan monk—by the Dalai Lama himself.

MORE! *For more great 10 lists and watercooler ammo, be sure to visit* ***mentalfloss.com/more.***

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FROM ASBURY PARK TO THE PROMISED LAND: THE LIFE AND MUSIC OF

BRUCE SPRINGSTEEN

NOW OPEN IN CLEVELAND

From Asbury Park to the Promised Land: The Life and Music of Bruce Springsteen is a comprehensive look at Springsteen's music, from such early bands as Child, the Castiles and Steel Mill through work with the E Street Band and as a solo artist. The exhibit includes several of Springsteen's guitars, including the Fender Esquire on the cover of *Born to Run*. It also includes the outfit he wore on the cover of *Born in the U.S.A.*, as well as numerous handwritten lyric manuscripts, posters, handbills and various awards and honors from all phases of his career. In addition, the exhibit includes Springsteen's 1960 Chevrolet Corvette, which he purchased after the success of *Born to Run*. Open through Spring of 2010.

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MEMBER REPORT
No. 1979

WHEN OUR

DOCTOR LEFT

THE HOSPITAL FOR AN APPOINTMENT, HE TOLD ME I WASN'T EVEN CLOSE TO DELIVERING. ONE HOUR LATER, I WENT INTO

HARD LABOR.

WHEN WE FINALLY TRACKED HIM DOWN, HE STROLLED BACK IN WEARING

TENNIS CLOTHES.

I THOUGHT THIS KIND OF THING ONLY HAPPENED ON

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